

Sandeep Bassi

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• CONTACT

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Social 1: [LinkedIn](#)
Social 2: [GitHub](#)

• SKILLS

Professional:

- Project Management
- Digital Marketing & SEO
- Google Analytics
- Marketing and Branding

Technical:

- HTML5
- CSS
- JavaScript
- jQuery
- Node.js
- Git
- GitHub
- Local and Session storage
- APIs
- Bootstrap
- Semantic UI

• LANGUAGE

- Punjabi
Native



References available on request

• BIO

Hello! I'm Sandy. I'm a data-driven marketer with client-side and agency experience, developing and executing inbound, and outbound marketing strategies. I am also a part time student enrolled on a fullstack web development coding bootcamp with the University of Birmingham, with newly developed skills in both front-end languages and back-end server side applications.

• EDUCATION

Fullstack Web Developer Coding

2020-2021

University of Birmingham

Part-time Full Stack Web Application and Web Development immersive bootcamp.

BSc Hons Consumer Marketing

2001-2004

Manchester Met. University

Core marketing subjects including psychology, consumer law and statistics.

Mini MBA Brand Management

2020-2020

Marketing Week: Prof. Mark Ritson

Part-time 12 weeks covering key brand topics including positioning.

Mini MBA Marketing

2018-2018

Marketing Week: Prof. Mark Ritson

Part-time 12 weeks covering classical subjects including pricing and strategy.

• WORK EXPERIENCE

Marketing Manager 2013-present (Progressed from executive and supervisor roles)

SciChem / Bilston, West Midlands

- Project managed a website UX and UI change request on four eCommerce stores which resulted in 2.5x online revenue growth within six months of launch
- Oversaw a website redevelopment, working with an external web agency, on SciChem's corporate site with full responsibilities including project scope, content writing and UAT
- Developed an inbound digital marketing plan and eCommerce growth model to drive online acquisition, activation and retention for each customer touch point and journey

Marketing Manager 2011-2012

Visita Group - Visit the Heart of England Worcester

A digital marketing agency specialising in destination data management for the tourism sector.

- A key player in developing a digital business model that generated over £100k revenue from paid- listings in year one

Client Services Executive 2009-2011

BHGM Marketing Birmingham City Centre

A full mix B2B marketing agency providing creative design, digital marketing, PR and copywriting services to education, tourism and professional sectors

- SEO and Google PPC
- Website CMS Management
- Event Management