

# Shubh Kantharia

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## Business Communications Executive

Results-driven Business Communications Executive with experience in digital marketing, content creation, and strategic analysis. Proven track record in boosting engagement and organic traffic through innovative SEO strategies. Skilled in leveraging marketing automation tools and data analytics. Holds an MSc in International Marketing, with strong market trend analysis skills. Proficient in Adobe Creative Suite, HubSpot, and WordPress, dedicated to delivering measurable results.

## SKILLS

- Adobe Creative Suite
- Business Goals
- Cross Functional Skills
- HubSpot Software
- Marketing Automation
- Market Research
- Performance Data
- Social Media Management
- Strategic Analysis
- User Interface Design
- WordPress

## WORK EXPERIENCE

### Barclays Uk • Liverpool, England, UK • 12/2022 - 04/2024 Business Communications Executive

- Conducted data analysis using Google Sheets, spotting opportunities, and providing strategic insights for client growth.
- Maintained a comprehensive understanding of market trends and competitor activities, leading to the creation of bespoke business reporting information.
- Fostered cross - departmental relationships to cultivate a deeper understanding of the business operations, driving informed decision-making and strategy development.
- Produced and delivered impactful messaging to field and HQ teams, resulting in a 15% increase in platform engagement and enhanced internal communications

### Jimbag Uk Ltd • Manchester, UK • 06/2022 - 11/2022 Digital Content Executive

- Collaborated with the copy and Content Marketing team to develop and execute SEO strategies, leading to a 10% boost in keyword rankings
- Developed content plans resulting in a 25% increase in organic traffic, leading to higher conversions and revenue.
- Conducted in-depth keyword research, identifying high-opportunity keywords. Resulted in a 20% increase in organic traffic and improved search visibility for clients' websites.
- Conducted Technical SEO audits, identifying critical changes and communicating effectively to clients, resulting in 10% increase in organic search traffic

### **Resolve Energy Ltd • Liverpool, England, UK • 10/2021 - 05/2022 Market Research Intern**

- Developed and implemented SEO strategies aligned with revenue-based KPIs for clients in financial services, resulting in 17% increase in online conversions and sales
- Built and developed strong relationships with field and HQ teams to tailor messaging, resulting in 20% increase in engagement with internal communications platform
- Reviewed and proofread content for accuracy, ensuring consistent delivery. Improved internal communication quality and reliability.
- Produced and maintained high-quality brand templates and visuals tailored to various teams, resulting in consistent delivery of accurate content aligned with business priorities

### **The Big Bang Pros • Mumbai, Maharashtra, India • 04/2020 - 09/2021 Digital Marketing Associate**

- Creating content plans that resulted in a 15% increase in organic traffic, driving higher engagement and conversions.
- Utilized GA4 and Google Sheets to analyze data, spot opportunities, and present forecasts to showcase potential impact on key performance metrics.
- Conducted Technical SEO audits, identifying critical changes and urgency levels, leading to a 20% improvement in site health. Strategically aligned recommendations with the buyer's journey to drive business impact.
- Conducted Technical SEO audits, identifying critical changes and urgency, resulting in a 20% improvement in websites performance marketing and user experience.

### **Tnit Services And Digital Solutions • 01/2019 - 03/2020**

#### **Digital Marketing Assistant**

- Improved website accessibility by 30%, resulting in a more inclusive user experience and increased website engagement.
- Designed and produced 10 engaging digital and print brochures, flyers for key partners, boosting brand visibility and driving 20% increase in lead generation.
- Utilized GA4 and Google Sheets to analyze key performance metrics, identifying growth opportunities and presenting forecasts that aligned with clients' product offerings.
- Utilized Semrush to identify and prioritize on-page optimizations, resulting in a 15% increase in organic traffic and improved website performance

## **EDUCATION**

### **Msc Marketing In International Marketing**

University Of Liverpool • 09/2021 - 12/2022

### **Bachelor's Degree In Management Studies In Marketing/Marketing Management**

Sydenham College Of Commerce And Economics • 07/2018 - 05/2021