



CONTACT

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PROFESSIONAL SKILLS

- Adobe Photoshop
- SEO, PPC, & Analytics
- UX / Customer Experience
- Traffic Acquisition
- Social Media Marketing
- Copywriting
- Strategic Planning
- Creative Writing
- Inbound Marketing
- A/B Testing
- Marketing Automation
- Retention Marketing

LANGUAGES

English	● ● ● ● ●
French	● ● ● ● ○
Arabic	● ● ● ○ ○
German	● ● ● ○ ○

HOBBIES & INTERESTS

- Reading/Movies: Fiction, Entrepreneurship, Behavioral Analysis
- Team Sports and Extreme Sports: Football, Mixed Martial Arts, Rollerblading, Skydiving
- Analytical Thinking: Photography & Design

VICTOR LAUREN

HUBSPOT CERTIFIED DIGITAL MARKETING MANAGER

SUMMARY

Certified, astute, & multilingual digital marketer with 5+ years of experience specializing in inbound marketing. Have a proven ability to come up with interesting ideas for unforgettable marketing campaigns.

WORK EXPERIENCE

- Digital Marketing Consultant** Jul 2019 - Present
JK Studio - NY
 - Implementing digital transformation and innovation in different fields.
 - Creating content (blog posts, visuals, videos etc.)
 - Developing social media and brand development strategies (paid and organic actions).
 - Working on brand identity - e-reputation strategies.
 - Calculating clients' return on ad spend (ROAS) and comparing it against industry averages.
 - Assessing clients' current digital marketing strategies and suggesting improvements accordingly.
 - Performing SEO audits to identify various issues impacting clients' search engine performance.
 - Identifying new opportunities to encourage customer engagement.

Co-Founder - Marketing & Communications Manager Jul 2019 - Dec 2019
Value Labs
 - Managed the overall look, feel, and voice of the brand across all platforms and touch points.
 - Supported companies to adopt an eco-friendly approach and proper reporting in adherence to the National Renewable Energy Action Plan.
 - Worked with new and existing companies to create engaging visual identities and ecocentric print, green spectrum of signage, branding, brand identity collateral, green themed displays, digital, web design & development.
 - Brainstormed and provided creative sustainable
 - Communication concepts with the team and helping
 - Define the brand image and the associated digital strategies.

Digital Marketing Manager & Social Media Art Promotion - Jdeideh, Lebanon Dec 2014 - Jun 2019
 - Built and executed social media strategies through
 - Competitive research, platform determination,
 - Bench-marking, messaging and audience identification.
 - Implemented first SEO-driven organic strategy which boosted site visits by 200% in 6 months while increasing total sales by 65%.
 - Creative writing / Technical writing & Editing / Proofreading.
 - Planned and executed all web, mobile, SEO/SEM strategies, marketing database, email, social media and display advertising campaigns, as well present Google Analytics data and reports.