

# Victor Tim

DIGITAL MARKETING EXECUTIVE



## CONTACT

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Chicago, Illinois, US

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## SKILLS

Microsoft (Word, Excel, Powerpoint, Outlook)

Postgres SQL

HTML, CSS

Photoshop, Premier Pro CC

Campaign Manager, DV360, SA360, Google Ads, Bing, Facebook Ads Manager

## LANGUAGES

English

French

Arabic

German

## HOBBIES

Playing sports such as table tennis and basketball, photography and fashion

## AWARDS

**Distinguished Awards (2014 - 2015)**

**Outstanding Performance Scholarship (2015 - 2016)**

## SUMMARY

To work with a dynamic and reputed organization that offers versatile opportunities for comprehensive career building and skills development by serving in a professional work environment.

## EXPERIENCE

### **Digital Marketing Executive**

**One Digital Solution** Apr 2019 - Present

- Handled performance driven and brand awareness campaigns for Hong Kong market; over 20 tactical campaigns and always on campaigns.
- Planned and executed strategies through display and search platforms after receiving new briefs from clients.
- Communicating and proposing channels to clients on media planning strategies and setting campaigns' KPIs.
- Created, monitored and optimised campaigns on digital platforms such as Google AdWords, DV360, Campaign Manager, SA360, etc.
- Reviewed the performance of all campaigns; Built report template for monitoring the performance on daily basis for always on campaign and Initiated interim reporting for tactical campaigns.
- Meeting with vendor on a regular basis to acquired insight in online marketing trends to ensure that the marketing strategies are up-to-date.
- Worked closely with internal teams such as creative team and social team to drive and achieve performance objectives.
- Key accounts are in hospitality and airline industries.

### **Interaction Executive**

**Digital Maker** Jul 2018 - Mar 2019

- Handling performance driven and brand awareness campaigns to drive traffics and conversions through display and social media channels.

## EDUCATION

### **Bachelor of Business Administration - Major in Information System and E-Business Management**

**San Jose State University** Sep 2016 - May 2018

- First Class Honours (CGPA: 3.43/4)

### **Bachelor of Business Administration**

**Northeastern University** Sep 2014 - May 2016

- Received Dean list (2014 - 2015, 2015 - 2016)

### **Secondary School**

**Arizona State University** Sep 2008 - Aug 2014