

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