



CONTACT

✉ info@resumekraft.com

☎ 202-555-0120

📍 Chicago, Illinois, US

in linkedin.com/resumekraft

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 JK Studio - NY

Jul 2019 - Present

- 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 Value Labs

Jul 2019 - Dec 2019

- 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.