




ADAM CATERER

BRAND RESPONSE MARKETING SPECIALIST

website: <https://adamkaytr.github.io/portfolio/>

CONTACT ME AT

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SKILLS SUMMARY

Digital marketing

Paid and organic social media

Product marketing

Brand management

Graphic design

Videography

Web development

Conversion optimization

AOV optimization

Copyediting

TOOLS

Adobe creative suite

Google analytics

Mailchimp

Klayvio

Shopify

Magento

SUMMARY

Experienced Digital Marketing professional with a proven track record of success and over 5 years of expertise in creating and managing organic and paid social channels, influencer marketing, and digital campaigns. In-depth understanding of the digital marketing landscape, Confident in taking growth to the next level and exceeding expectations. Skills in website management, brand identity creation, and front-end web development, coupled with proficiency in content creation, campaign budget and strategy, audience data analysis, and implementing brand and product messaging will make a powerful asset to your team.

WORK EXPERIENCE

FOUNDER, ECOMMERCE MANAGER

Caterer Media & Ecommerce Ltd. | Mar 2021 - Jan 2023

- Created and managed organic and paid social channels including content creation, campaign budget and strategies resulting in a 4.54 average ROAS across paid Ad accounts.
- Managed influencer marketing including Instagram and Tiktok, professionally contacting auditing engagement rates and developing content strategies based on audience data.
- Created digital marketing campaigns including content and strategy for web, social media, email, sms, and deployments for each campaign.
- Implemented brand and product messaging including value propositions, product positioning and customer avatars.
- Created and managed website including graphic branding and custom landing page styling with html, css and syncing with web apps.
- Created brand identity, syncing written and digital content with brand and product values.
- Increased conversion rate from 2.3% to 4.5% within two months using content strategies, landing page optimization and direct response marketing.

DIGITAL MARKETING, ECOMMERCE MANAGER

Self Employed | Sep 2018 - Apr 2021

- Successfully created and managed three direct-to-consumer eCommerce sites.
- Developed and implemented an e-commerce strategy, leading to a 25% increase in overall revenue from online sales.
- Utilized analytics tools to track website performance and optimize digital marketing efforts, resulting in a 10% reduction in customer acquisition cost and a 12% increase in customer lifetime value.
- Created a content schedule and pipeline that allowed unique scroll-stopping creative content to consistently be produced.
- Designed reporting systems to represent customer data test creatives, product market fit and value proposition.