



LOÏC JOHNSON FAHARANO

Multi-skilled digital marketing and sales professional with expertise in social media management, lead generation, and content creation. Ability to enhance brand visibility, boost engagement, and drive revenue through strategic campaigns in digital marketing, crypto, and fintech sectors. Skilled in designing high-quality visual content, managing online communities, and executing inbound & outbound sales strategies.

PERSONAL

- Name**
Loïc Johnson FAHARANO
- Address**
Sorompó u.1
1033 Budapest
- Phone number**
+36703068620
- Email**
lfaharano@gmail.com
- Date of birth**
06-07-2001
- Place of birth**
Mahajanga
- Gender**
Male
- Nationality**
Malagasy
- Marital status**
Single
- Driving license**
B
- LinkedIn**
<https://www.linkedin.com/in/loiyo/>

INTERESTS

- Basketball
- Traveling
- Filmmaking and photography

LANGUAGES

- English ★★★★★
- French ★★★★★
- Malagasy ★★★★★



WORK EXPERIENCE

- Feb 2023 - Sep 2023 **Assistant Media Sales Manager (Freelance)**
Finixio Ltd
 - Managed inbound and outbound leads, closing high-value deals in digital marketing and crypto sales.
 - Developed sales materials and marketing brochures to support commercial campaigns.
 - Executed digital marketing campaigns to boost revenue for the company's web platforms.
- Dec 2021 - Feb 2023 **Assistant Account Manager (Freelance)**
BelCrypto
 - Led inbound and outbound sales, focusing on customer acquisition in the crypto and fintech sectors.
 - Tracked campaign performance using HubSpot & Google Analytics to maximize sales outcomes.
 - Provided tailored product solutions to clients, contributing to consistent sales growth.
- Apr 2023 - Apr 2024 **Online Community Manager**
L'Agenda du Quebec, Canada (Remote)
 - Managed online communities, executed social media ads, and enhanced brand visibility.
 - Handled customer relations and analyzed marketing data for optimization.
- Sep 2022 - Oct 2022 **Agent Back Office Import-Export Intern**
MCB Bank Madagascar, Antananarivo, Madagascar (On-site)
 - Verified compliance for trade finance documents and processed transactions.
 - Monitored import/export activities for smooth operations.
- Dec 2020 - Dec 2021 **Communication and Community Manager**
Toutéla, Antananarivo, Madagascar (Hybrid)
 - Managed online communities, ran social media campaigns, and designed marketing materials.
 - Took care of customer inquiries and improved digital strategies by diving deep into analytics.
- Jul 2018 - Dec 2020 **Assistant Manager**
K-Dia Livraison Expresse, Antananarivo, Madagascar (On-site)
 - Coordinated logistics, tracked delivery metrics, and managed billing.
 - Created marketing visuals and managed social media presence.



EDUCATION AND QUALIFICATIONS

- Sep 2024 - Jul 2026 **Master's Degree in Marketing**
Óbuda University – in progress, Budapest

- Oct 2021 - Jul 2024 **Master's Degree in Marketing & International Trade**
Catholic University of Madagascar, Antananarivo
- Oct 2020 - Jul 2021 **Bachelor's Degree in Marketing and International Trade**
Catholic University of Madagascar, Antananarivo



SKILLS

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|--|-----------|
| Community Building & User Engagement | ★ ★ ★ ★ ★ |
| Campaign Development & Lead Generation | ★ ★ ★ ★ ★ |
| Data Analysis (HubSpot, Google Analytics) | ★ ★ ★ ★ ★ |
| Inbound & Outbound Sales (Crypto, FinTech) | ★ ★ ★ ★ ★ |
| Microsoft Office Visual Design (PowerPoint) | ★ ★ ★ ★ ★ |
| Digital Marketing & Social Media Management | ★ ★ ★ ★ ★ |
| Content Creation & Graphic Design (Adobe Suite...) | ★ ★ ★ ★ ★ |