

Christian Armstrong

Bridgetown, Barbados/London, ON

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PROFESSIONAL SUMMARY

I am a seasoned Digital Marketing and Design Professional, adept in leveraging tools such as Photoshop, and Canva, and proficient in digital platforms like Google Analytics, Facebook Ads Manager, and Shopify. My expertise encompasses SEO, keyword research, and social media marketing, enabling me to elevate online brand presence and customer engagement effectively. With a strong foundation in e-commerce and analytics interpretation, I excel at crafting impactful marketing strategies and content that resonate with diverse audiences. Committed to staying ahead in the digital landscape, I continuously hone my skills to drive growth and innovation in the ever-evolving world of digital marketing and design.

CORE COMPETENCIES

Photoshop | Canva | Google Analytics | Facebook Ads Manager | Wix | Squarespace | Shopify | SEO/Keyword Research | Social Media Marketing | Digital Content Creation | E-commerce Management | Analytics Interpretation | Online Branding | Marketing Strategy Development | Later | Graphic Design | Campaign Management | Customer Engagement Strategies | Web Design Fundamentals | Data-Driven Decision Making | Sprout | Slack

PROFESSIONAL EXPERIENCE

Social Media Manager (Contracted)

Island Tiles (www.islandtiles.net) – Bridgetown, Barbados | 2017 – 2021

- **Strategic Social Media Management:** Developed and implemented a robust social media strategy, integrating it seamlessly with the company's business objectives. Demonstrated a strategic mindset in enhancing brand visibility and engagement across digital platforms.
- **Content Development and Management:** Spearheaded the daily creation, editing, and publishing of diverse content, including original text, photos, videos, and news. Showcased a flair for crafting engaging narratives that resonate with the target audience.
- **Cross-Functional Team Collaboration:** Collaborated effectively with marketing, sales, and customer service teams to ensure brand consistency across all channels. Played a key role in unifying various departmental efforts to present a cohesive brand image.
- **Community Engagement and Customer Interaction:** Excelled in managing community interactions, addressing queries promptly, and monitoring customer reviews. Emphasized customer satisfaction and engagement, enhancing brand reputation and loyalty.
- **Visual Branding and Design Oversight:** Oversaw the aesthetic aspects of social media accounts, ensuring that the visual branding was aligned with the company's identity.

Applied a keen eye for design in curating visually appealing and brand-consistent social media pages.

Digital Marketing Strategist

Studio 5 (<https://www.studio5ltd.com/>) – Bridgetown, Barbados | May 2018 – February 2018

- **Community Engagement and Interaction:** Actively engaged with audiences across various social media platforms. Managed customer and community comments and immersed myself in relevant conversations, thereby strengthening brand visibility and consumer relationships.
- **Social Media Monitoring and Analysis:** Diligently monitored social media trends and conducted social listening exercises. This role involved analyzing customer sentiments and trends, providing valuable insights to guide our social media strategies.
- **Management of Social Media Promotions:** Effectively managed both paid and organic social media campaigns, demonstrating a keen understanding of different promotional strategies and their impact on brand growth.
- **Client Reporting and Strategic Collaboration:** Developed comprehensive monthly client reports in collaboration with a senior digital strategist. My role involved analyzing performance data and identifying opportunities for enhanced digital engagement strategies.
- **Community Growth and Management:** Played a key role in growing and managing the social communities of our clients. This included identifying target audience segments, engaging with them, and creating a loyal community base.

EDUCATION

Business Management | 2019 - 2023

- Fanshawe College – London, Canada

Hospitality & Tourism Management (Switched Courses) | 2018 – 2019

- Ryerson University

High School | 2016 – 2018

- Albert College | Belleville, Canada

ACCOMPLISHMENTS

Entrepreneurial Initiative: Small Online Business

- **Digital Artwork and Brand Development:** Utilized a blend of social media acumen and design skills to successfully launch and operate a small online business. Specialized in the freelance sale of digital artwork through Instagram, demonstrating proficiency in digital marketing and brand development.

Music Production

- **Extensive Portfolio Creation:** Composed and produced over 500 original instrumentals, showcasing a strong talent for music production and creativity.

- **Collaborative Projects:** Worked with recording artists to produce over 10 songs, highlighting skills in collaboration, project management, and creative direction in music production.

Dean's List at Fanshawe College

- Attained a GPA of 3.9 during the Summer 2023 semester in my Business program at Fanshawe College
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Hobbies

Soccer

- **Captain of my Intramural soccer team at Fanshawe College**
 - Demonstrated leadership, grit and determination to win the indoor and outdoor leagues.

Chess

- Avid chess player, fostering strategic thinking, analytical skills, and decisive decision making for application in professional challenges.