




# Henry Veilleux

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## Professional summary

Creative and innovative marketer with [number] years of experience developing successful marketing strategies for national and international brands. Expert in planning and executing multi-channel marketing campaigns including social media, online advertising, events and promotions.

## Professional experience

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Marketing Manager, [company name], [city], [country]

January [start year] - ongoing

- Development and implementation of the company's marketing strategy
- Management of multi-channel marketing campaigns
- Analysis of marketing data to assess the effectiveness of campaigns
- Collaboration with cross-functional teams

Digital Marketing Executive, [company name], [city], [country]

May [start year] - December [end year]

- Planning and implementing digital advertising campaigns to increase company visibility and sales
- Analysis of the performance of advertising campaigns to optimize conversion rates and costs
- Management of the company's website to ensure optimal user experience and high conversion rates

Marketing Intern, [company name], [city], [country]

September [start year] - December [end year]

- Support the marketing team in the planning and execution of advertising campaigns
- Creation of marketing content for social media, email and website
- Analysis of marketing data to assess campaign results and identify opportunities

## Education

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Master in Marketing, [university name], [city], [country]

September [start year] - June [end year]

Research project on the impact of online advertising on consumer buying behavior

BA in Marketing, [university name], [city], [country]

September [start year] - June [end year]

## Languages

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English (Level C2)

French mother language)

## Skills

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- Microsoft office
- Google Analytics, Google AdWords, Facebook Ads
- Trello, Asana, Slack

## **Hobbies and interests**

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- Passionate about traveling and discovering new cultures. I have visited over 15 different countries and enjoy exploring new places to broaden my horizons.
- Passionate about reading, especially books on business, psychology, personal development and travel