David Marimin

INTERNATIONAL DIGITAL MARKETER

Ørstedsgade 62, Vejle 710, Denmark *davidmarimin101@gmail.com* *(+45) 50304869*

Social Media Marketing | Data Analytics | Agile Methodology

International Marketer born in Italy with Indonesian roots, with a knack for simultaneously managing several social media channels & development projects at any time. Adopting the Agile methodology & social media strategies learned by completing the Google Project Management and META Social Media Marketing specialization certificates. I am looking to harness the key learnings from these experiences to deliver immense value within your marketing department.

Shaping ideas though content & media and engaging with initiatives

WORK EXPERIENCE

Freelancer - *København, Denmark*   2020 - 2022
Influencer Marketing
Responsible for managing 10 different social media accounts (Instagram).

- Customer portfolio includes: Models (ZARA, H&M,etc.) & Artists (painters & musicians).
- Communicates regularly with influencers, providing necessary services to successfully meet the customer's KPIs and marketing strategy consulting.
- Develop data-driven sights to optimize content that drives engagement; monitor trends and test new ideas.

Inter Primo - *København, Denmark*   Aug 2018 - Dec 2018
Global Communication & Digital Marketing Intern
Danish multinational company within 8 countries in Europe and Asia, where I cooperated together with the Marketing and Sales department global teams in a fast-paced changing environment.

- Worked closely with the Global Communication Manager in developing and delivering a marketing plan based on sustainability.
- Autonomously administered multiple social media channels for internal and external marketing purposes (Mailchimp, Linkedin and Youtube).
- Tracking website data & traffic with analytical tools such as Google Analytics and HubSpot.
- Contribute during company exhibitions outside the country (Chillventa & IAA).
- Filmed and edited video contents for internal and external marketing with Premiere Pro.

BCNenjoy - *Barcelona, Spain*   Feb 2017 - Jul 2017

Digital Marketing & Web Developer Intern

Used strong communication skills to collaborate with team members, customers and partners to ensure efficient service and company productivity.

- Independently managed company's social media platform (FB&IG) and online sales.
- Responsible for sales and content operations that included communication with suppliers, customers and partners.
- Created contents for internal and external marketing diffusion and Interact with customers through social media.

EDUCATION

- ❖ **Social Media Marketing Professional Certificate**
  META (Facebook) – *Menlo Park, California, USA, 2022*

- ❖ **Google Project Management Professional Certificate**
  Google LLC – Mountain View, California, USA, 2022

- ❖ **International Sales & Marketing Bachelor Degree -**
  IBA Erhvervsakademi – Kolding, Denmark, 2017-2019

- ❖ **Business Administration and Innovation Management**
  Universitat Pompeu Fabra – *Barcelona/Mataró, Spain, 2016-2017*

- ❖ **AP Degree in Marketing Management**
  IBA Erhvervsakademi – Kolding, Denmark, 2015-2016

PROFESSIONAL SKILLS

- Social Media Marketing*
- Google Data Analytics*
- Search Engine Optimization*
- Project Management*
- Adobe Premiere PRO & Photoshop
- HTML, CSS & Javascript

*Skill acquired with professional course certificates (Google, META/Facebook, UC Davis,etc.)

LANGUAGE COMPETENCIES

- Italian: mother tongue
- Indonesian: mother tongue
- English: fluent (speaking, reading, writing)
- Spanish: intermediate (speaking & reading); basic (writing)
- Danish: Novice

SPECIALIZATION CERTIFICATES

Social Media Marketing Professional Certificate,
META (Facebook)— Menlo Park, CA, USA
ID Certificate: VA3NX6D4M4X7 Taught by Anke Audenaert & Daniel Kob

- Creating & analyzing an effective advertising campaign.
- Create, edit, and troubleshoot ads in Meta Ads Manager.
- Set a budget, placement and schedule in Meta Ads Manager
- Build ads that align with marketing objectives and target it.
- Establish and manage a social media presence.

Google Project Management Professional Certificate,
Google LLC — Mountain View, CA, USA
ID Certificate: SLHNNSCVG2S5 Taught by JuAnne Ng, Google Senior Program Manager

- Gained immersive understanding of the practices and skills needed to succeed in an entry-level project management role.
- Learned the foundations of Agile project management, with implementing on Scrum events, artifacts and roles.
- Leart how to create effective project documentation and artifacts throughout the various phases of a project.
- Practice strategic communication, problem-solving, and stakeholder management through real-world scenarios

Google Data Analytics Professional Certificate,
Google LLC — Mountain View, CA, USA
ID Certificate: K58GEEEDE7G9

- Describe the use of data visualizations to talk about data and the results of data analysis.
- Tableau as a data visualization tool and understand its uses.
- Explain what data driven stories are including reference to their importance and their attributes.
- Explain principles and practices associated with effective presentations.

Advanced Content and Social Tactics to Optimize SEO,
UC Davis University of California — CA, USA
ID Certificate: 2DM7V9X75EY5

- Complete a competitive analysis on a webpage.
- Create influencer relationships and collaborations and analyze data to see which content gets the most shares.
- Develop a solid approach for achieving a productive and successful relationship with your client.
- Create a final report of your findings and recommendations for SEO and present your recommendations to your client

More Certificates

Technical Support Fundamentals,
Google LLC — Mountain View, USA
ID Certificate: 8GUHD5GX3ALD

Digital Marketing,
Google LLC — Mountain View, USA
ID Certificate: SLHNNSCVG2S5

Qualitative & Quantitative Research, UC Davis University of California — USA
ID Certificate: HS2PVSQHJ5PF

Getting started with Python,
University of Michigan, USA
ID Certificate: GR5J2RC4DGXL

Marketing Analytics Foundation,
META — Menlo Park, USA
ID Certificate: NHMUE3VB8KPY

Supply Chain Logistics, Rutgers New Jersey University, USA
ID Certificate: SC63FERHS8PC

Marketing Analytics Foundation,
META — Menlo Park, CA, USA
ID Certificate: NHMUE3VB8KPY

Introduction to Google Workspace Administration , Google LLC — Mountain View, USA
ID Certificate: DNTHZ54DT8FY