

Ariel Germond

Creative Marketing Professional |
Elevating Brands through
Engaging Content, Strategy &
Social Media

Personal details



Ariel Germond



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Addis Ababa, Ethiopia
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Stockholm, Sweden



Female

Skills

Digital Marketing Strategy ●●●●●

Content Creation and Management ●●●●●

Brand Development and Positioning ●●●●●

Marketing Campaign Management ●●●●●

Workflow Optimization and Teamwork Coordination ●●●●●

Client Relationship Management CRM ●●●●●

Brand Strategy ●●●●●

Performance Metrics and ROI Analysis ●●●●●

SEO Optimization ●●●●●

Social Media Marketing and Analytics ●●●●●

Profile

I would describe myself as a dynamic marketing professional with a passion for creativity and strategic thinking, dedicated to delivering compelling marketing solutions that resonate with target audiences. Highly motivated and detail-oriented, I thrive in fast-paced environments and excel in project management, ensuring that campaigns are executed flawlessly and on time. I work best when there is a clear agenda and strong, honest communication between everyone on the team. I have a strong analytical mindset, and leverage data-driven insights to optimize marketing efforts and enhance overall performance. I feel that one of the most rewarding aspects of being so involved with the client is fostering meaningful connections between brands and consumers.

Employment

Marketing manager

Apr 2023 - Jul 2024

Lafto Partners, Addis

Experienced and results-driven Marketing Manager with years of experience in digital marketing, brand strategy, and content development. Proven track record of designing and implementing successful marketing campaigns, optimizing SEO performance, and managing high-impact social media channels. Demonstrated expertise in client relationship management (CRM), marketing analytics, and process efficiency. Adept at using marketing tools and platforms to increase brand awareness, drive customer engagement, and support business growth.

Languages

- English
- Swedish
- French

Hobbies

- Photography
- Reading
- Traveling
- Gardening
- Volunteering