

ARIEL GERMOND

Creative Marketing Professional | Elevating Brands through Engaging Content, Strategy & So...

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☎ +251930967295

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

LANGUAGES

English

Swedish

PROFILE

Creative marketing professional with a knack for turning ideas into engaging campaigns that connect with people. I specialize in content strategy, SEO, and brand storytelling, and love using data to guide smart decisions. With experience across different markets and languages, I bring a global outlook and a hands-on approach to every project.

EXPERIENCE

Marketing manager

Apr 2023 – Jul 2024

Lafto Partners, Addis

Lafto Partners – Addis Ababa, Ethiopia

Led digital strategy and brand execution for a B2B agency, increasing followers by 120%, lead generation by 50%, and workflow efficiency by 30% through SEO, content optimization, and streamlined operations.

Content Strategist

Visit Oromia | 2023

Grew social media following by **50%** and co-created a regional magazine. Contributed to brand visibility that helped secure a spot on **Google Arts & Culture**.

Marketing Specialist

OIPDC | 2023

Created media and campaigns to showcase local manufacturing and attract investors to Oromia's industrial parks.

EDUCATION

IGCSE

Cambridge International School

Social Media Marketing

HubSpot

Lead Generation

HubSpot