

Toussaint Gilbert  
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#### Objective:

Highly motivated marketing professional with strong leadership skills and a passion for sales, negotiation, and computer coding. Seeking a challenging role that allows me to utilize my diverse skill set to drive strategic marketing initiatives and achieve business growth.

#### Summary:

Results-driven digital marketing professional with a diverse skill set encompassing broad digital marketing experience, extensive expertise in social media management, a strong background in finance and accounting, exceptional literature skills, a deep understanding of social media strategies, strong leadership abilities, sales and negotiation proficiency. Possess entry-level computer coding skills. Committed to driving brand growth and optimizing online presence through innovative strategies and effective implementation.

#### Experience:

Digital Marketing Owner | Advert Logix, LLC | 2021-2023

- Developed and executed comprehensive digital marketing strategies to enhance brand visibility, engage target audiences, and drive lead generation.
- Managed social media accounts, creating and curating compelling content that increased followers by 50% and engagement by 75%.
- Utilized analytics tools to track campaign performance, identify areas for improvement, and implement data-driven optimizations.
- Collaborated with cross-functional teams to develop and launch successful product launches, resulting in a 20% increase in sales.
- Conducted market research and competitor analysis to identify trends, opportunities, and adjust marketing strategies accordingly.
- Implemented SEO techniques to improve website ranking and organic traffic, resulting in a 30% increase in search engine visibility.
- Helped a Salon gain nearly 200 new clients in a single month

### Finance and Accounting Specialist Information:

- Maintained accurate financial records, including general ledger entries, accounts payable/receivable, and monthly reconciliations.
- Prepared financial statements, reports, and forecasts to assist management in making informed business decisions.
- Conducted cost analysis, identified areas for cost savings, and implemented effective budgeting strategies, resulting in a 15% reduction in expenses.

### Content Writing:

Crafted engaging and SEO-friendly articles, blog posts, and web content for various clients in the beauty industry.

- Conducted in-depth research on topics to ensure accuracy and credibility of content.
- Edited and proofread content to ensure high-quality deliverables within strict deadlines.
- Posted and made content for instagram to ensure consistent growth and reach

### Leadership and Achievements:

- Led a team of digital marketers, providing guidance, training, and fostering a collaborative work environment.
- Successfully launched and managed multiple social media campaigns, resulting in a 50% increase in brand awareness as well as overall growth in clientele

### Education:

Depaul College Prep High School | Chicago, IL, USA

Currently Enrolled in Northwestern University Computer Science Summer Program

Currently enrolled at Loyola University Chicago

#### Additional Skills:

- Proficient in social media management tools (Hootsuite, Buffer, canva, etc.) and analytics platforms (Google Analytics, Facebook Insights).
- Strong knowledge of finance and accounting principles, including budgeting, financial analysis, and reporting.
- Familiarity with sales and negotiation techniques to drive business growth.
- Basic coding skills (HTML, CSS, Javascript) to support website development and optimization

#### Certificates:

- CS50's Introduction to Computer Science
- Google Ads Certification
- Meta Marketing Analytics Certificate
- Introduction to Marketing Wharton University of Pennsylvania Certificate
- Successful Negotiation: Essential Strategies and Skills University of Michigan Certificate
- The Art of Sales: Mastering the Selling Process Specialization Northwestern University Certificate

#### Languages:

- English (Native)
- Spanish (Proficient)