

# Aran Joyce

## Marketing Manager

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### Summary

As a marketing manager at Vital Logik, Aran Joyce oversees the digital marketing strategy and execution for clients across various industries. With a strong background in strategic management and digital marketing, Aran leverages marketing technology, data analysis, and content marketing to generate leads, conversions, and revenue. Passionate about learning new skills and staying updated on the latest trends, Aran aims to help businesses grow and succeed online.

### Education

#### Postgraduate Diploma, Digital Marketing

Digital Marketing Institute  
Jan 2016 — Jan 2017

#### Master's Degree, Strategic Management

Technological University Dublin  
Jan 2014 — Jan 2015

### Technical Skills

JavaScript, Search Engine Optimization (SEO), Figma (Software)

### Tools & Technologies

PPC, Intercom, Data Analysis

### Languages

English

### Certifications

- Applied Data Science II: Machine Learning & Statistical Analysis (with honors) - WorldQuant University
- Python Programmer Track - DataCamp

### Work Experience

#### Vital Logik

Jan 2020 — Present

##### Marketing Manager

Oversees the digital marketing strategy and execution for clients across various industries. Leverages marketing technology, data analysis, and content marketing to generate leads, conversions, and revenue. Manages and mentors a team of marketing specialists, ensuring quality and consistency of deliverables.

- Increased online traffic by 10x through strategic marketing initiatives and data-driven decisions.

#### Goodwill

Jan 2020 — Jan 2020

##### User Acquisition

Led user acquisition on the platform, analyzed usage, and reported on what is driving desired outcomes. Focused on enhancing the digital financial wellness platform for parents.

- Successfully increased user engagement by implementing targeted acquisition strategies.

#### Gwacamol

Jan 2019 — Jan 2019

##### Deputy General Manager

Provided web management and lead generation services to small and medium-sized businesses in Singapore.

- Enhanced lead generation processes, resulting in a significant increase in client acquisition.

#### Qualified Demand

Jan 2017 — Jan 2019

##### Digital Marketing Manager

Managed client and project management, implemented digital marketing technology, conducted competitor analysis, and led inbound lead generation efforts.

- Improved KPI measurement and reporting, leading to better strategic decisions.

#### Qualified Demand

Jan 2016 — Jan 2017

##### Lead Generation

Managed paid media channels, conducted keyword research, and led SEO initiatives.

- Implemented conversational lead generation tactics, increasing lead conversion rates.

#### CoinRating

Jan 2017 — Jan 2018

##### Co-Founder

Established an independent source of information for initial coin offerings and token sales.

- Successfully launched and grew the platform, attracting a significant user base.