

## PROFILE INFORMATION

**NAME** : **BERTRAND**  
**FIRST NAME** : **STANLEY**  
**AS KNOWN AS** : DJ Steezy Baby  
**ADDRESS** : 1023 Water Tower Way, Lantana, FL, 33462, USA  
**DATE OF BIRTH** : December 21<sup>st</sup>, 1982  
**MARITAL STATUS** : Married  
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I am creative professional with expertise in **digital marketing, web development, telecommunications, media, and music**. I leverage these skills to deliver impactful content, campaigns and experiences that drive brand awareness.

## PROFESSIONAL EXPERIENCE

### MEDIA, ENTERTAINMENT & GRAPHIC DESIGN (2010 to Present)

August 2021 – Present

#### *Digital Marketer | Web Developer at Bertrand Marketing*

- Specialize in SEO, content marketing, social media marketing, and email marketing to drive brand awareness and engagement.
- Manage pay-per-click campaigns and optimize conversion rates to maximize ROI.
- Leverage Google Analytics and data analysis for actionable insights, improving marketing performance.
- Implement marketing automation tools and provide detailed reporting for informed decision-making.
- Build strong brand identities and enhance e-commerce platforms for seamless user experiences.
- Deliver compelling graphic design and enhance UX/UI to create visually appealing and user-friendly websites.
- Specialize in front-end development using HTML, CSS, JavaScript, and React to create responsive and dynamic websites.
- Build interactive and user-friendly web applications with React, ensuring optimal performance across devices.
- Utilize HTML and CSS to structure and style web pages for a clean, modern, and accessible user experience.
- Implement JavaScript to create engaging, dynamic content and enhance website functionality.
- Ensure cross-browser compatibility and optimize websites for speed and responsiveness.

January 2020 – Present

#### *Commercial Director at Radio Tele Éclair*

- Plan, develop, and implement commercial strategies based on company goals and objectives.
- Conduct market research and analysis to create detailed business plans for commercial opportunities.
- Work on the expansion and development of the station.
- Ensure the station's performance is optimized to accelerate growth.

September 2015 – February 2018

#### *TV Host at Radio Tele Éclair*

- Host my live TV show, "WAP GADEM, WAP TANDEM."
- Interact with listeners.
- Host guest artists and conduct interviews.

- Promote videos.
- Generate interest in the show.
- Discuss engaging and interesting subjects.
- Seek commercials/ads.

March 2014 – January 2020

***Program Director at Radio Tele Éclair***

- Direct and coordinate the activities of personnel engaged in broadcasting, programming, sound engineering, guest interviews, and live shows.
- Develop promotions for current programs and specials.
- Collaborate with production staff to resolve issues such as production challenges, casting problems, budgets, policies, and coverage.
- Develop strategies to convince potential customers to use our services.

January 2013 – September 2020

***Radio Host at Radio Tele Éclair***

- Host my live radio show, "STEEZY TIME."
- Interact with listeners.
- Queue up playlists and take music requests, mixing them live.
- Host guest artists and conduct interviews.
- Promote music.
- Generate interest in the show.
- Discuss engaging subjects.
- Seek commercials/ads.

January 2011 – Present

***Content Developer | Graphic Designer***

- Create visual content, such as flyers, posters, product packaging, EPKs, PowerPoint presentations, logos, and web designs.

August 28, 2010 – Present

***DJ/Music Producer and Event Planner (Known as DJ STEEZY BABY)***

- Organize, manage, and entertain events (clubs, parties, birthday celebrations, weddings, press conferences, corporate events, festivals, carnivals).
- Provide DJ, stage, lighting effects, decor, and sound services.
- Record and produce music.

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**TELECOMMUNICATION (2006 to 2012 & 2021)**

March 1, 2021 – March 5, 2021

***Trainer at Seedlee Marketing***

- Train a group of new customer care agents and sales representatives.

**February 2019 – Present**

**Chief Commercial Officer / Co-Owner at Xpertronics**

- Plan, develop, and implement commercial strategies based on company goals and objectives.
- Conduct market research and analysis to create detailed business plans for commercial opportunities.
- Work on the expansion and development of the repair center.
- Ensure the repair center's performance is optimized to accelerate growth.

**March 2011 – July 2012**

**Business Solutions Team Leader at DIGICEL (Unigestion Holding S.A.)**

- Coach and monitor agents to ensure goals and objectives are met for both the team and the center.
- Follow up with relevant departments to resolve escalated queries and complaints.
- Ensure a professional, service-oriented work environment by monitoring employee performance and motivating staff when necessary.
- Provide direct support to VIP customers and report daily to senior management.

**November 2010 – March 2011**

**Customer Care Technical Team Leader at DIGICEL (Unigestion Holding S.A.)**

- Monitor and manage the quality of the technical support service offered, both technically and professionally.
- Ensure the team adheres to technical support procedures and processes.

**September 2008 – July 2010**

**Customer Care Technical Support at DIGICEL (Unigestion Holding S.A.)**

- Resolve internal customer care staff, customer, and dealer complaints, queries, and other issues received in the customer care center via telephone, post, or electronic medium.

**November 2007 – September 2008**

**Customer Care Product Development and Training Executive at DIGICEL (Unigestion Holding S.A.)**

- Work closely with the product and marketing teams during project development to ensure all products, services, and promotions meet customer expectations.
- Ensure proper implementation of projects, measure impact, and provide solutions.
- Worked on several products such as Pappadap (recharging service), Digicel Internet (USB modem), and Sonpaw (custom ringtones).

**August 2006 – November 2007**

**Trainer Executive at DIGICEL (Unigestion Holding S.A.)**

- Measure, achieve, and maintain world-class customer care service standards through quality assurance processes and training.
- Ensure the call center provides world-class service.
- Ensure all agents and sales representatives are well-informed and trained to perform their tasks effectively.
- Liaise with other departments to share essential information with the call center.

**January 2006 – August 2006**

**Customer Care Agent** at DIGICEL (Unigestion Holding S.A.)

- Analyze and resolve customer queries in a timely and efficient manner (oral and written).
- Work in teams to build cooperation and communication to achieve department objectives while ensuring world-class customer care.
- Evaluate and make recommendations that benefit both customers and the organization.
- Handle all queries, complaints, and requests with minimum escalation.
- Answer inbound and outbound calls professionally, courteously, and efficiently.

## TRAINING - SCHOOLS

**December 2024 to present**

**Software Developer Boot Camp**

University Of Central Florida

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**July 2024 to November 2024**

**Digital Marketing Boot Camp**

University Of Central Florida

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**December 2021 to December 2023**

**Digital Marketing**

University System Of Maryland - EDX (Online – [www.edx.org](http://www.edx.org))

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**2019 to 2020**

**Digital Marketing**

Udemy (Online – [www.udemy.com](http://www.udemy.com))

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**2018 to 2019**

**Graphic & Web Design**

Udemy (Online – [www.udemy.com](http://www.udemy.com))

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**2014 to 2016**

**Music Production Specialization**

Coursera (Online – [www.coursera.org](http://www.coursera.org))

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**2012 to 2013**

**Marketing Communications**

Ashworth College (Online – [www.ashworthcollege.edu](http://www.ashworthcollege.edu))

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**March 1st to 9th, 2008**

**Greet, Meet, Ask, Treat (GMAT)**

*Digicel / Unigestion Holding S.A.*

*Knutford Hotel, New Kingston, Jamaica*

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**July 25th, 2007**

**Train the Trainer**

*Digicel / Unigestion Holding S.A.*

*Montana Hotel, Port-au-Prince, Haiti*

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**July 23rd to 24th, 2007**

**Moving into Management**

*Digicel / Unigestion Holding S.A.*

*Montana Hotel, Port-au-Prince, Haiti*

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**January to March 2006**

**New Agent Program**

*Digicel / Unigestion Holding S.A.*

*151 Jean Paul II Ave & Duverger ct, Turgeau Port-au-Prince, Haiti*

*P.O. Box: 15516*

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**2002 to 2006**

**Small Medium Enterprise (SME) Management**

*Quisqueya University*

*Chareron St & Harry Truman Blvd (Bicentenaire)*

## REFERENCES

*Available upon request*