

# DARIUS AGYEKUM

DIGITAL MARKETER | GROWTH HACKER  
12 SEP 2002

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## PORTFOLIO

## EDUCATION

### BACHELOR OF DIGITAL BUSINESS CONCEPTS

**Institution:** Fontys University of Applied Sciences, Tilburg, The Netherlands

**Start Date:** 2021 **End Date:** 2025

**Minor:** UPV/EHU, Bilbao, Spain  
(January 2023 – July 2023)

### HIGH SCHOOL DIPLOMA IN TOURISM

**Institution:** I.S.I.S.S. "Francesco Da Collo", Conegliano, Italy

**End Date:** 2021

## SKILLS



## LANGUAGES

- Italian – **Mother Tongue**
- English – **Level: C1** (IELTS)
- Spanish – **Level: B2** (UPV/EHU)
- French – **Level B1**

## EXPERIENCE

### SOCIAL MEDIA MANAGER



**Start Date:** 2023

Currently managing the Instagram account for an ice cream shop, overseeing all aspects including **content creation, strategy development, engagement, and performance analysis** to drive brand visibility and customer interaction. I've managed to **increase** Instagram followers by **50%** in 5 months.

### ACCOUNT MANAGER & SOCIAL MEDIA MANGER

**meravigliö**

**Start Date:** Oct 2023 **End Date:** Feb 2024

During my internship at Meraviglia, I developed digital marketing strategies, managed social media profiles, and optimized content, leveraging tools like **MetaADS** and **SEMrush** to analyze performance and improve campaigns. I also had the opportunity to manage multiple accounts with different budgets.

## PROJECT

L'ORÉAL

**Date:** 2022

Collaborated as part of a team on a group project focused on market research in order to provide a new idea to launch the new AI campaign.

*Coco & Cici*

**Date:** 2022

Coco and Cici approached Fontys University of Applied Sciences for advice to help them accomplish the following objectives by developing a marketing plan.