

# Gregory Vanlerberghe

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## CAREER SUMMARY

Gregory has recently started studies with Udacity, specializing in digital marketing. This allowed him to obtain a Nanodegree diploma specializing in social media advertising marketing, which allowed him to develop a professional portfolio in digital marketing. He also has professional experience in image trades such as photography having been a freelance photographer for a number of years specializing in portrait and event photography. Today Gregory would like to turn to digital marketing professions while bringing his know-how in the fields of image and photography.

### My personal attributes include:

- A real passion for social media channels, technologies, photography
- Skilled at consulting with clients
- Proficient in Photoshop, lightroom, google drive&microsoft office
- Knowledge in FB ad manager, Google Adword, Mailchimp, Medium,Planoly, Google Analytic, Wix.
- Proficient in English and French with basic Spanish

## Udacity Nanodegree Project

From June 2020 to September 2020, I undertook specialized studies in digital marketing with the online school Udacity. On this occasion, Udacity gave me the opportunity to develop real scenarios by developing an advertising campaign called DMND, going through the different phases, the concept and approach of the campaign, the marketing goals. The objective of this advertising campaign was to reach two hundred new students over a quarter of the year with a budget of \$ 50,000.

[https://docs.google.com/presentation/d/1pzh9L6\\_NO6Qv9gz8ZILAun1gDqazBj2YFGPO\\_MvraF4/edit?usp=sharing](https://docs.google.com/presentation/d/1pzh9L6_NO6Qv9gz8ZILAun1gDqazBj2YFGPO_MvraF4/edit?usp=sharing)

## **professional experience**

Bozinc PTE LTD- Singapore September 2015-Current

### **Freelance Photographer**

Provide photography services to a variety of clients, with experience in event photography, professional and family portraits and food photography

MILK PHOTOGRAPHIE - Singapore

Jul 2013 - Current

### **Photography Assistant**

Provide assistance to the company's photographer (company director) working on a variety of assignments including studio shoots, commercial photography and high end fashion assignments

ASIA CITY MEDIA GROUP - IS MAGAZINE - Singapore

Jan 2013 - Apr 2013

### **Volunteer Photographer**

Undertook various photography assignments on adhoc basis, mainly regarding architecture and tourism related themes

AMERICAN EXPRESS INTERNATIONAL INC - Singapore

March 2012 - June 2012

### **Centurion Lifestyle Consultant**

Employed as part of a team providing personal concierge services to high end clients holding American Express Centurion Cards (i.e. American Express "Black Card" holders)

THE MARRIOTT HOTEL - Singapore

June 2011 - December 2011

### **Concierge Intern**

I recently completed a 6 months concierge internship as part of The Diploma in Concierge

CITY ONE AGENCY - Paris

2009 to 2010

**Welcome Agent (guest relations/concierge)**

In my role as Welcome Agent at Orly and Charles De Gaulle airports, I was responsible for greeting VIP and visitors attending designated events in Paris.

EVOLINK LIMITED - Paris

2006 to 2009

**Freelance Graphic Designer**

I provided various graphic design solutions to my Parisian clients. My work was across a broad client base from non-for-profit (Les soieries du Mékong, CM98) to large companies (Danone). The work completed was varied with a specialization in print.

AMEDIA PARTNERS - Barcelona Spain

2005 to 2006

**Graphic Designer**

I was employed on a one year contract, as a Graphic Designer with a start-up company. This allowed me to gain a wider cultural experience as well as expand my practical experience beyond print, to include web design.

OGILVY CANAVERAL - Paris

2004

**Graphic Designer**

I completed a summer internship at a premier International agency in Paris. This enabled me to be mentored by "the best in business". Client accounts worked on during that time included multinationals – Sprite and Mitsubishi.

**Udacity**

From June 2020 to September 2020, I undertook specialized studies in digital marketing with the online school udacity, I just finished my DMND Nanodegree, specializing in social media digital advertising marketing. On this occasion, I was able to develop my first portfolio specializing in digital marketing. Udacity gave me the opportunity to develop a portfolio demonstrating the work I accomplished in developing an advertising campaign by addressing the different stages starting from the concept and the approach, the marketing strategy and the different media channels, the budget, SEO and SEM analysis as well as the various social media to set up this advertising campaign

**Diploma of Concierge International de Grand Hotel (2010)**

Institut de Concierge International, paris

**Certificate in Multimedia Visual Communication (2004)**

CREAPOLE ESDI – school of design creation management, paris