

# Louis Cosyn

## Marketing

A highly motivated business graduate with proven and tested business and marketing skills. There is a strong link between my bachelor, practical internships and full-time marketing role. Please take a look at my portfolio website which I coded to display examples of my work and skills.

"Louis is among the the top 5 most industrious people I have worked with." - Stephen Dally, Vice President of marketing (ICMS)

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## WORK EXPERIENCE

### Marketing Coordinator

ICMS

04/2016 – 02/2018

Sydney

*Achievements/Tasks*

- Reduced the cost per lead by 40% through AB testing and creative initiatives.
- Designed and implemented lead qualification programs, resulting in higher sales.
- Created several content campaigns which went 'viral'.
- Was part of a marketing team that grew the business revenue by 25%.

## PERSONAL PROJECTS

### Cache Cache Style (2017)

- Developed an e-commerce website for children's clothing label
- Created multiple EDM's and nurturing streams

### Prego Application (2015)

- Assisted in the start-up of a live stream social media application
- Delivered several investment pitches to high end investment firms, eg Paradise Investment Management

## EDUCATION

### Bachelor of Business (Marketing & new Media)

International College of Management, Sydney

*Courses*

- |                                  |                             |
|----------------------------------|-----------------------------|
| - Business management            | - Strategic management      |
| - Research methods               | - E-commerce                |
| - Social Media                   | - Marketing                 |
| - Global brand management        | - Human resource management |
| - Information systems technology | - Accounting                |

## TECHNICAL SKILLS

### Data Mangement / Automation

Marketo, Sugar, Avantis

### Marketing

Google analytics, Google Adwords, Facebook business manager & power editor, Hootsuite

### Design

Photoshop, Illustrator, InDesign, Premier, After effects, Dreamweaver

### Programming languages

HTML 5, CSS 3, Javascript

## SOFT SKILLS

Project management

Creativity

Analytical thinking

Strong work ethic

Communication

Research methods

## CERTIFICATES

Front End Web Development (2017 – 2018)

*General Assembly*

Google Analytics (2018 – 2018)

*Google Academy*

Social Media Marketing (2016 – 2016)

*University of Sydney*

## LANGUAGES

English



French



## ACHIEVEMENTS

Marketing Tutor (2016 – 2018)

*As a high performing marketing student I was asked to be a PAL (Peer assisted learning) tutor*

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## REFERENCES

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Stephen Dally

*"VP Marketing - ICMS"*

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Rowan Courtney Oconnor

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