

# KYRIE PETRAKIS

DIGITAL MARKETER

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## EDUCATION

### Master Degree's in Marketing

Borcelle University, 2018 - 2020

### Bachelor Degree's in Communication

Borcelle University, 2014 - 2018

## SKILLS

Digital Marketing Strategy Development and Execution

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Social Media Marketing (SMM)

Email Marketing

Copywriting and Content Creation

Strong Communication and Interpersonal Skills

## LANGUAGE

English

Chinese

## PROFILE SUMMARY

Highly motivated and results-driven digital marketer with a passion for leveraging online platforms to drive brand awareness, engage audiences, and generate leads. Seeking a challenging position where I can utilize my skills and expertise to develop and execute effective digital marketing strategies for a dynamic organization.

## WORK EXPERIENCE

### Digital Marketer | Arrowai Company | 2020 – Present

Developed and implemented comprehensive digital marketing strategies to increase brand visibility, drive website traffic, and generate leads.

Conducted in-depth market research and competitor analysis to identify trends and opportunities for growth.

Stayed up-to-date with industry trends and best practices, continuously improving digital marketing strategies and techniques.

### Digital Marketing Staff | Liceria & Co. | 2018 – 2020

Developed and executed social media marketing campaigns to enhance brand visibility and engage target audiences.

Collaborated with the creative team to produce visually appealing and compelling social media content.

