



Who am I

Creative Marketer, Designer, & Video Editor with a Growth-driven mindset. I create Strategies that make Brands stand out by leveraging Trends & Data. I believe staying relevant means never getting comfortable—learning daily through podcasts & industry insights fuels my Creativity & Innovation.

Interests

- Books/Podcasts
- Working out
- Photography & Videography
- Crypto

Experience



Odorante Perfumery

2024 - now

Ecommerce Manger - Content Creator

- **E-commerce Optimization** - Enhance product listings and digital storefronts.
- **Content Creation & Branding** - Design engaging visuals, videos, & marketing materials
- **Influencer Marketing** - Identify, negotiate, & onboard influencers to drive brand awareness & increase sales.



SupermarketCy

2023 - 25

Creative Marketing Specialist

- **Remarketing Content** - Write copy & design creatives for email, Viber, & push campaigns.
- **Website Promotions** - Design & manage banners for product & offer promotions.
- **Photography & Editing** - Capture, edit, & enhance product images.



WaterWorld WaterPark

2021 - 22

Marketing Coordinator

- **Offline Advertising** - Manage flyers, TV display ads, & other offline marketing initiatives.
- **Content Creation** - Develop engaging content for social media, print materials, & promotional campaigns.
- **Marketing Strategy Execution** - Implement & optimize marketing strategies to enhance brand visibility.



Freelancing

2020 - now

Content Creation - Ecommerce

- **E-Commerce** - Created & scaled online stores across Shopify, Amazon & eBay,
- **Paid Advertising** - Ran targeted ad campaigns to drive traffic, optimize conversions, and increase revenue.
- **Supplier & Customer Relations** - Negotiated with suppliers and managed customer support.
- **Content Creation** - Provided videography, photography, and graphic design services for businesses.

Education



Certified Social Media Manager

2022 - 23

Adonis Business Institute

- The importance of Social Media for any Business
- Creating a Social Media Marketing Strategy
- Apply Strategies to increase Awareness & Sales



Certified Digital Marketing Professional

2020 - 21

DMI (Digital Marketing Institute)

- Content Marketing
- Social Media Marketing
- Google Ads (PPC)
- SEO
- Email Marketing
- Display & Video Advertising
- Analytics
- Website Optimization



Academic English Certification

2014 - 15

British Council IELTS

- Listening, Writing, Reading, Speaking



Office Applications Certificates

2014 - 15

ECDL (European Computers Driving License)

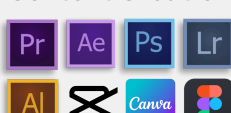
- Microsoft Word, PowerPoint, Excel

Skills

Ecommerce



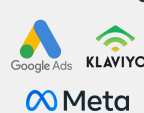
Content Creation



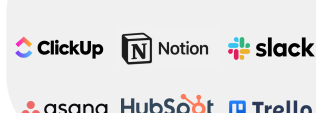
Data & SEO



Advertising



CRM & Communication



AI

