

Drinu.

DRINU'S PORTFOLIO.

Andrea Farrugia

Digital Marketing Specialist | Strategist | Content Creator | Freelancer

Let's Enhance Your Story.



ABOUT DRINU.

MARKETING PERSONA



ANDREA

DIGITAL MARKETING SPECIALIST

AGE: 28

GENDER: MALE

LOCATION: MALTA

Drinu is a confident, outgoing and knowledgeable Marketer who has over 5 years of experience in the field. He excels in Social Media Marketing & Business Development. He's completed a degree in business enterprise & has a post graduate diploma certificate in Digital Marketing. Drinu is now furthering his knowledge in AI Technology.

Marketing Strengths.

- Social Media Marketing.
- Digital Research.
- Conducting Strategic Marketing Campaigns.
- Website Building (<https://drinu.digital>)
- Uses various AI Tools in his daily life.

Pain Points.

- Technology that doesn't work as it's supposed to.
- People afraid of using AI.
- Client stubbornness.
- The sales team who thinks they understand marketing.

Marketing Values & Beliefs.

- The target audience is always right.
- Data Metrics is our bread & butter.
- Marketing is about storytelling your brands message to resonate with your audience. Being SOCIAL, means creating a bond with your audience.

Hobbies.

- Big Foodie.
- Has an expensive travel addiction.
- Loves music (I DJ & play guitar)
- Creating content (@drinu45).
- HUGE A.S. Roma supporter.
- The Gym.



APR 2025 - JUNE 2025

Overview

I created the “Release Your Natural Beauty” Campaign, that was targeted to encourage women (specifically Gen Z) to help embrace and enhance their natural looks using natural ingredients.

This campaign was inline with the business objective to increase website sales by 10% through mobile and web applications over the course of 1 month.



DRINU'S WORK.
FREELANCE PROJECTS

- Carried out an internal & external analysis for Bottega Verde to understand their position. This was done using a SWOT & PESTEL analysis. I also carried out a competitor analysis, together with market research to understand the industry and clients better.
- I formed a strategy that was aligned with the business objective which was supported by data research that had been carried out during my time. KPI's and campaign objectives were created to set up benchmarks of campaign performance.
- Currently in implementation phase of the Release Your Natural Beauty Campaign, where the campaign will be running for 1 month.



SEP 2022 - FEB 2025

Overview

Joined to help build the company's marketing department from scratch, focusing on building an online presence, enhancing branding guidelines & increasing lead generation.

"We would like to take the opportunity to thank Andrea for his professionalism, loyalty & commitment these past years. Andrea has contributed to what is now a thriving and busy marketing department that has significantly raised our digital & online presence."

~

Simon Calleja Urry, Founding partner of ISL Malta



DRINU'S WORK.
PROFESSIONAL EXPERIENCE

- Established online presence helping the company increase its Facebook & Linked followers to 6,000 & 3,000 respectfully. Implemented email marketing campaigns, a new technique which previously was not done before.
- Optimised the whole ISL website using WordPress editor. The SEO Optimisation lead to an increase of lead inquiries on our website from just 1 per month, to 2-3 new leads. My biggest leads being Malta Public Transport (largest transport service in Malta), and GO Mobile (largest telecom service in Malta).
- Full launch of "Solutions that suit your business" Campaign during ISL's 30th Anniversary. Helped organise staff event (over 100 people), where the objective was to revive ISL brand ahead of the future years to come.



NOV 2019 - SEP 2022

Overview

Started & grew online bakery business where I worked on everything from baking orders, to managing social media campaigns & organising my finances.

The business ended up taking off due to my creative and tasty bakes, social media collaborations and intolerance bakes that I delivered to my clients.



DRINU'S WORK.
SUCCESSFULL PROJECTS

- Created various seasonal campaigns promoting different baked goods, such as my traditional Maltese figolli, Christmas-themed cakes and summer cakes in a jar concept.
- What also helped grow the business was the number of collaborations I've done during the year. My most notable collabs were with +Boost & Big Rons Records. These collaborations gave me exposure to new audiences, attracting different people and growing my business.
- I also ran multiple seasonal pop-up stands selling my baked goods at various events. The pop-up stands were a good way to gain exposure, and deal 1-on-1 with the client and help create a direct relationship with the client.

The Life of Drinu.

Just know that i'm not one of those ✨I dream of marketing every day & night ✨ type of people, I have a life too...

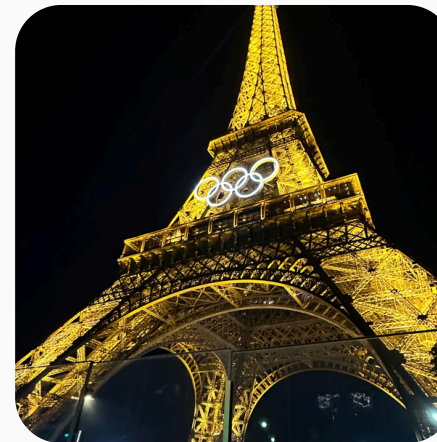
Tifoso Giallorosso

I'm a huge Roma fan, and I try to make it a point to see them as of as possible each year! My love also lead me to join the fanbase club committee, where I served 2 years rebranding & promoting.



Travel Junkie

Whether its Rome or backpacking the East Coast of Australia, I love to travel & explore the world we live in. Traveling lets me connect with so many different people with different mindsets.



A Huge Foodie

If the bakery wasn't enough evidence on my love for food, I've also started putting myself out there and posting fun weekly cooking reels on my instagram & TikTok! @drinu45 if you're curious.



Drinu's Education.

AI Courses:

Online Course Learning (On going)

Courses:

- Google AI Essentials (Paid)
- DMI AI for Digital Marketing (Exclusive Access)
- Elements of AI Course (Free)

Post Grad. Diploma in Digital Marketing

BPP University, United Kingdom (2020-2021) 1 Year

Assigned Case Studies:

- Search Marketing & Demand Generation for Revolut.
- Digital Marketing Analysis & Planning using SOSTAC Framework for Airbnb, Australia.
- Digital Business Strategy & Management for Starbucks Global.

Professional Diploma in Digital Marketing

BPP University, United Kingdom (2020-2021) 6 Months

Subjects:

- Content Marketing
- Social Media Marketing
- Search Engine Optimisation
- Paid Search
- Email Marketing
- Web Optimisation and eCommerce
- Google Analytics

B.A. Hons in Business Enterprise

MCAST, Malta (2016-2019) 3 Years

Thesis Publications:

Perception of Consumer Behavior in the Men's Grooming Industry in Malta: What makes a client loyal?

Contact Drinu.

I've very much a face-to-face kind of person! Let's set up a call or drop me a message & we'll have a chat... I promise I don't bite!

Contact Details

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Thank You !