

ROOCRUIT

Fiona-Jean

Digital Marketing Specialist & Creative Director

PROFESSIONAL SUMMARY

A highly versatile Multi-Media professional with over 14 years of experience spanning Digital Marketing, Copywriting, and Graphic Design. Proven track record in achieving significant social media growth and driving sales through innovative content strategies and SEO optimization. Expert in managing the full marketing lifecycle from creative direction to technical website design and partnership development.

KEY SKILLS

- Digital Marketing Strategy
- Social Media Management
- SEO & Web Content Writing
- Content Strategy & Video Production
- Graphic & Website Design
- Copywriting & Journalism
- Paid Advertising (PPC/Carousels)
- Strategic Partnerships

PROFESSIONAL EXPERIENCE

Head of Digital Marketing

Jan 2021 — Jan 2024

Leading Industrial Manufacturing & Consumer Brands Group

- Achieved massive growth in Social Media followers across all portfolio brands by developing and executing a cohesive Content Strategy that directly led to increased sales.
- Boosted organic site traffic and paid advertising performance through the strategic development of digital marketing content, adverts, carousels, and on-site SEO.
- Significantly increased the client base by establishing and managing strategic partnerships with advertisers and resellers.

Creative Director, Marketing & Sales

Jan 2010 — Jan 2020

International Diversified Services & Marketing Agency

- Served as Head of Operations for the company's internal marketing department.
- Led multi-disciplinary teams across Marketing, Sales, and Graphic Design divisions.

- Oversaw brand identity and creative output to ensure alignment with business growth objectives.

EDUCATION

Multi-Media & Website Design

2000

City Varsity College

Majors: Copywriting, Journalism, Graphic Design, Photography, Video, Content, and Website Design.

VOLUNTEER WORK & INTERESTS

- **Music & Sound Journeys:** International volunteer experience in the Galilee region, providing sound journeys as occupational therapy to clients.
- **Animal Welfare:** Volunteer work with equestrian centers involving therapeutic sound journeys.

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