

David Billy, Advertisement

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PROFILE

As a creative and results-driven advertising expert with over 6 years of experience, I bring a unique combination of imaginative flair and data-driven strategies to the table. My most significant achievement includes a 250% increase in client engagement for a major brand campaign, demonstrating my knack for crafting compelling narratives and precise targeting. Harnessing the power of innovative design and storytelling, I aim to turn heads and captivate audiences, making every project a resounding success!

EMPLOYMENT HISTORY

2016 — 2018

Junior Copywriter, AdSpark Solutions

Developed engaging copy for digital and print media, contributing to a 15% increase in brand awareness for our clients.

2018 — 2020

Social Media Strategist, ViralWave Inc

Curated and managed content across various platforms, driving a 45% growth in followership and a 35% increase in overall engagement.

2020 — 2023

Senior Advertising Specialist, CreativeVision Agency

Led a diverse team of creatives to design and execute innovative ad campaigns, resulting in a 250% increase in client engagement and a 20% rise in new client acquisition.

EDUCATION

2012 — 2016

Bachelor of Arts in Advertising and Marketing Communications, Prestige University

Graduated with Honors and received the Outstanding Creative Project Award for a comprehensive ad campaign proposal

2016 — 2017

Digital Marketing & Social Media Certification, NextGen Marketing Academy

Acquired in-depth knowledge of digital marketing strategies, including SEO, SEM, and social media management, to enhance online presence and drive user engagement.

SKILLS

Flexibility and Adaptability

Creative Thinking

Good organizational skills

Effective Time Management

HOBBIES

Photography: Capturing candid moments and scenic landscapes, with a keen eye for composition, lighting, and storytelling through visuals.

Travel Blogging: Documenting personal adventures and sharing insights on local cultures, food, and attractions, while building a loyal online following.

Graphic Design: Experimenting with digital art and typography to create eye-catching designs for personal projects and freelance work.

Creative Writing: Crafting short stories, poetry, and screenplays, with a focus on developing unique narrative voices and exploring diverse genres.