

GUILLAUME LEMAÎTRE

Marketing Manager

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📍 West Hollywood



EXPERIENCE

Community - Marketing - Branding Manager

B. David Levine

- 📅 06/2022 📍 West Hollywood, United States
- Developed, scheduled and executed a comprehensive social media strategy, driving a 20.7% growth in post interactions (Q4 2023) and engaging 1,000+ new followers on Instagram and TikTok within six months.
 - Managed paid social media campaigns, achieving 1+ million impressions per run and improving ad spend efficiency by 15%.
 - Designed and relaunched the company website, increasing sales by 200% and enhancing user experience.
 - Coordinated 100+ video and product shoots, implementing cohesive branding strategies that aligned with the company's vision.
 - Organized, scheduled and marketed bi-monthly showroom events, boosting store traffic by 150%, doubling sales, and growing clientele by 200%.
 - Partnered with Luxury brands to expand the showroom visibility. In one year had a 70% growth on organic leads.
 - Led a branding initiative for the Pasadena Showcase House of Design 2024, resulting in a 500% increase in brand visibility and project acquisition.
 - Expanded and maximized global reach by launching TikTok initiatives in five new markets, improving audience engagement by 40%.

Graphic Designer

B. David Levine

- 📅 06/2022 - 03/2023 📍 West Hollywood, United States
- Produced compelling and engaging content for multiple platforms to highlight stories and products.
 - Created eye-catching visual content including 10+ weekly invitations, flyers, and email templates.
 - Planned, coordinated, and executed 100+ video shoots that aligned with the company's content strategy.
 - Implemented new design strategy, resulting in a 25% increase in client engagement within 3 months, creating an integrated brand.

Junior Media Content Manager

CafamOfficial

- 📅 06/2017 - 02/2019 📍 Cafam
- Produced and curated engaging content across multiple social media platforms, reaching and engaging with an audience of 80k+ accounts.
 - Produced and developed radio campaigns for company branding, collaborating with marketing teams to engage new audiences and reach approximately 1,000,000 people weekly.
 - Coordinated photo and video shoots, showcasing design and technical skills to create brand-aligned content.
 - Implemented an internal newsletter circulated to 5,000+ employees weekly.
 - Created and produced digital and paperback advertising for several nonprofit award shows and concerts that Cafam celebrated throughout the year. For example, the 'Premio Cafam a la Mujer' (Cafam Award to Women) involved working with over 80 women social activists recognized for their work in their communities.
<https://premiomujer.cafam.com.co>

SUMMARY

Community Manager with over 6 years of expertise in social media strategy, content creation, graphic design, and video editing. Key achievements include increasing community engagement by 25% at TikTok, boosting content reach by 30%, and generating an additional \$200K in ad revenue. Successfully managed social media footprints across 8 platforms, reaching an audience of 10 million users. Led TikTok initiatives in 5 new markets, improving reach by 40%. I am committed to using my skills to drive engagement and support your mission.

TRAINING / COURSES

Google Analytics Course

Google Analytics Academy

Branding Management Certificate

University of London, London Business School

LANGUAGES

English

Native



Spanish

Native



KEY ACHIEVEMENTS

★ Lemaitre Marketing & Social Media Management (Freelance)

- Provide tailored marketing and social media management services to clients across various industries.
- Develop and execute digital strategies, boosting online visibility and engagement for businesses.
- Create high-quality content, manage social platforms, and optimize campaigns for growth.
- Offer analytics-driven insights to improve ROI and brand recognition.
- Specialize in community engagement, influencer partnerships, and paid advertising management.

EXPERIENCE

Remote - Media Editor & Content Creator

PaladinoHCM

06/2020 Remote

- Improved training efficiency by {25%} through creating Workday software instructional videos.
- Crafted dynamic and relatable scripts for videos, enhancing comprehension and engagement. Recorded and edited 20+ voice-overs.

Freelance Social Media Manager-Content Creator

Freelancer

03/2021 Remote

- Established and managed personal brand presence across Instagram and TikTok platforms, driving 200% growth in less than 2 months.
- Engaged with followers, fostering a sense of community, while maintaining a consistent brand image, a cohesive messaging and visual identity across all posts and interactions.
- Stayed updated on social media trends and algorithms to adapt strategies for optimal platform performance. Growing 26.4% per week since peak followers reach.
- Content creating for Larry H. Parker, focusing on their Latino demographic, for the last two years. Leveraging his expertise in social media growth, audience engagement, and brand consistency, Guillaume successfully built a loyal and connected community.

EDUCATION

Bachelor of Science in Communication

Pontifical Xavierian University

06/2013 - 11/2017 Bogota

- Bachelor of Science in Communication
- Editing for film

Bachelor of Performing Arts

Pontifical Xavierian University

06/2015 - 11/2019 Bogota

- Performing Arts, Acting

Branding Management Certificate

University of London

08/2023 - 10/2023 London, UK

- Branding Management Certificate

Strategy of Content Marketing

UC Davis

04/2024 - 05/2024 Los Angeles- The

Google Analytics Certificate

Google Analytics Academy

03/2024 Los Angeles, United States

Consumer Neuroscience & Neuromarketing

Copenhagen Business School

06/2024 - 06/2024 Copenhagen

- Consumer Neuroscience
- Neuromarketing

Corporate Strategy

University of London

06/2024 - 07/2024 London, UK

- London Business School

SKILLS

Events Management Brand Positioning

ECommerce Videography

Market Research Paid media

Brand Awareness Brand Strategy

Online Advertising Strategic Planning

e-verify Algorithms Canva

Content Marketing Content Strategy

Copywriting Google Analytics

Graphic Design CRM

Microsoft Office Paid Social SEO

Social Media Advertising Storyboards

Video Editing Website Design

Workday Adobe Creative Cloud

Budgets Web Analytics

Google Suite Intellectual Property

Budget Management Excel

Media Buying Google Classroom

Video Conferencing video production

google workspace Digital Design

Email Marketing Brand Management

Team Building Lead Generation

PASSIONS

Performing arts

Video Editing

Photography

Video Editing

Branding