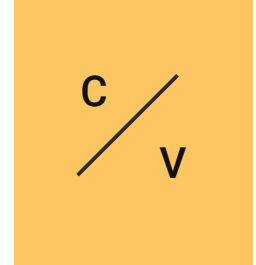


AARON PETERS

DIGITAL MARKETING SPECIALIST



CONTACT

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EDUCATION

Bachelor's Degree in Business Administration
Major in Management and Entrepreneurship

*Asia-Pacific International University
Saraburi, Thailand*

2006 - 2011

LANGUAGE

English		Fluent
Malay		Fluent
Tamil		Fluent

SKILL

Adobe Photoshop	
Adobe Illustrator	
WordPress	
Microsoft Suite	
Google Business Manager	
Facebook Business Manager	
Search Engine Optimization	
Social Media Marketing	
Photography & Videography	
MailChimp	
HubSpot	

WORK EXPERIENCE

DIGITAL MARKETING SPECIALIST

Nifty Design Labs | Maastricht, The Netherlands
2018 - Present

Establish business strategies for customers, develop social media strategies and execute marketing contents across multiple social media platforms.

Develop SEO strategies, optimize websites by implementing competitive keywords throughout websites to increase Google ranking results.

Design and develop WordPress websites. Perform website maintenance, content updates and troubleshooting. Perform A/B testing to identify visitor experience on the websites.

BUSINESS DEVELOPMENT MANAGER

Damanino Bespoke | Bangkok, Thailand
2015 - 2018

Improved entire brand identity of company by developing a new look (new logo, website, color scheme of the business), rethinking and implementing new business strategy by targeting a different market group.

Created marketing and promotional materials to facilitate brand awareness (brochures, newsletter campaigns, content creation, social media graphics).

Generated leads and drove sales through social media and newsletter campaigns. Proactively evaluated new business opportunities to stimulate market growth.

GRAPHIC DESIGNER & SOCIAL MEDIA STRATEGIST

Mindstormers International | Bangkok, Thailand
2014 - 2016

Developed numerous branding and marketing materials such as logo, flyers, posters, brochures, business cards, catalogs, social media graphics, and newsletters.

Analyzed local markets and established clear business strategies. Developed and implemented online marketing campaigns that resulted in an increase of website visitors and engagement with users.

AARON PETERS

DIGITAL MARKETING SPECIALIST



VOLUNTEER

CHRISTMAS CONCERT MARKETING COORDINATOR

Heerlen Adventist Church | Heerlen, The Netherlands
2019

Successfully coordinated marketing and decoration for Christmas concert 2019.

PET SHELTER VOLUNTEER

Pet Animal Welfare Society (PAWS) | Bangkok, Thailand
2013

Cleaned, fed, played and cared for rescued and recovering pets.

HEALTH MINISTRY

Petaling Jaya Adventist Church | Petaling Jaya, Malaysia
2010 – 2011

Helped the health ministry team with health screening people in the community.

MISSION OUTREACH

Asia-Pacific International University | Saraburi, Thailand
2005 – 2009

Actively volunteered for more than 4 years in community outreach. I built a church, helped care for the elderly people in hospitals, mentor and teach English to young children in rural areas of Thailand and helped clean local community.

STUDENT COUNCIL OFFICER

Asia-Pacific International University | Saraburi, Thailand
2006 – 2007

I was responsible for the creative department of the student council. I planned, organized, decorated and created many props for multiple programs and events throughout the school year.

HOBBY & INTEREST

Photography

Video editing

Designing men's formal attire

Forex Trading

WORK EXPERIENCE (CONTINUED)

PURCHASING OFFICER

Axentel Technologies Pte Ltd | Bangkok, Thailand
2013 – 2014

Conducted extensive sourcing on Networking and legacy Telecom products and purchased for the Thailand market.

Negotiated product prices with vendors for the company to maximize profit margin.

BUSINESS DEVELOPMENT EXECUTIVE

Panomats International | Bangkok, Thailand
2012 – 2013

Responsible for selling virtual tours, websites, social media marketing services to various local businesses.

Facilitated photoshoots, assisted photographer with virtual tour planning.

SOCIAL MEDIA EXECUTIVE

Futera | Bangkok, Thailand
2012 – 2013

Managed the Malaysian market, translated contents, wrote and edited contents on cross-platform media campaigns such as Facebook and forum sites.

Created a comprehensive social media marketing strategy to increase company and product visibility.

Judged weekly promotional contests organized by the company.

BUSINESS VENTURE

CUSTOM TAILORING FOR MEN AND WOMEN

Suit Doctors | Bangkok, Thailand
2018 – 2021

I started my own door-to-door custom tailoring business in Bangkok after realizing there was no company offering this service in the busy city.

WEDDING PLANNER

A&K Wedding Planner | Bangkok, Thailand
2017 – 2018

Designed and executed decorations for destination weddings. Handmade bouquets, wedding invitations, center pieces and more.