



## CHARLY VOGEL

Digital Marketer

### MY BACKGROUND

Creative, social, hands-on,  
fun, curious, dataminded,  
well organized

### SPECIALIZATIONS

Digital Marketing  
Web Content Creation  
Visual Storytelling  
Social Media Campaigns  
Paid Social Media  
Advertising  
Email Marketing  
Search Engine Optimization

### CONTACT INFORMATION

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Email:  
Charlyvogel@hotmail.com  
Amsterdam

## CAREER BACKGROUND

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### DIGITAL STRATEGIST

 2017-present

- Develops, implements and manages marketing campaigns for various clients
- Works with graphic designers for web design and digital storytelling

### SOCIAL MEDIA MANAGER

 2015-2017

- Wrote copy for the website and social media platforms
- Planned and executed social media campaigns
- Measured the effectiveness of said campaigns

## EDUCATION & TRAINING

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### BEECHTOWN ACADEMY

#### Diploma in Online Marketing & SEO

- Best Thesis Award for research work on the potential impact of virtual reality
- Outstanding Intern Award for the corporate partnership program

### UNIVERSITY OF EL DORADO

#### Bachelor of Arts, Major in Communications

- Graduated Magna Cum Laude
  - Circle of 10 Promising Graduates Awardee
- Completed a thesis on Digital Strategies Using Artificial Intelligence

## ACHIEVEMENTS

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Promising Young Marketer's Awardee two years in a row  
Digital Strategist of the Year, 2017  
Regular Speaker at the Marketer's Annual Conference