

HELLO,

I'm **Antoine Bellavance**, a skilled social media specialist seeking to work with creatives who share my passion for innovation and teamwork.

I've managed over 130 social media accounts in my 6 years of experience, and I believe I have the knowledge and expertise to thrive with the marketing team at Vanguard Australia.

write antoinebellavance94@gmail.com

call 0435 894 760

visit linkedin.com/in/antoinebellavance

01. Experience



Money Quest Group

Social Media Content Specialist

2021 - Present

Management of 130+ social media accounts across 4 brands (Facebook, Instagram, LinkedIn, Google Business Profile).

Organic/paid content creation whilst tracking emerging trends and competitor activity to create engagement and nurture audiences.

Using analytics and KPI's to optimise social media performance for both B2C and B2B.

Assisting the broader marketing team in branding and PR campaigns.

Ensuring paid social campaigns were performing within industry and business benchmarks to deliver results.

Strong knowledge of finance/wealth to create engaging content that aligns with an audience's needs and challenges.

Results:

- Increased Facebook organic engagement rate by **203%** since July 2021.
- Instagram direct messages increased by **271%** since July 2021.
 - Website/email/phone clicks increased by **78%** in the same period.



Want Home and Gift

Digital Marketing Manager

2020 - 2021

Leading and executing digital marketing strategies across various channels such as social media, EDM's, Google analytics, SEO/SEM.

Management of website and catalogue of over 1,500 products.

Using data and analytics to develop future campaign strategies and ensuring warehouse space does not exceed capacity.

Creating and developing copy, banners and other marketing collateral for the brand.



Dream Big Productions

Freelance Digital Marketing Specialist

2019 - Present

Developing paid/organic social media campaigns for businesses in Melbourne.

Consulting local businesses and providing strategies to improve ROI and website conversions.

Content creation for social media pages and websites.

Managing client relationships and delivering campaign results/reporting in a professional manner.

02. Skillset

- Social media content creation
- Copywriting for both social media and websites
- Interpersonal skills & communication
- Facebook Ads/ Business Manager
- CMS (Salesforce, WordPress, AEM, Magento)
- Social media customer care
- Paid social media ads (FB, IG, Google, LI)
- Adobe creative suite (Ps, Ai, In, Pr, Lr)
- Photography/Videography
- Email marketing and customer journey mapping

03. Education

Degrees / Courses / Workshops

Bachelor of Music (Composition), 2016
Box Hill Institute, *Melbourne*

Digital Marketing Immersive (2019)
General Assembly, Melbourne

Google Ads Workshop (2019)
General Assembly, Melbourne

Google Analytics Bootcamp (2019)
General Assembly, Melbourne

SEO & SEM Workshop (2019)
General Assembly, Melbourne

Content Creation Workshop (2019)
General Assembly, Melbourne

HTML & CSS Crash Course (2019)
General Assembly, Melbourne

Doing Copyright Right (2019)
General Assembly, Melbourne

Certificates:



Google Analytics
Individual Qualification

04. Personal Attributes

A Passion for finance and
wealth generation

Highly creative thinker

Data driven

Self-motivated

Excellent attention to detail

Highly organised and reliable

Flexible and adaptable

05. Portfolio

Click the link below to view my digital
designs, content creation portfolio and more.

antoinbellavance.com

References on request.