

# Alexander Fagard

## Digital Marketeer

I have a diverse skill set which makes me an ideal candidate for fast-paced environments where adaptability is key. I have a strong background in the creative field, and I understand the ins and outs of the creative process and dealing with other creative individuals. I possess good communication and project management skills.

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## WORK EXPERIENCE

### Founder

#### Fagard Designs

01/2012 – Present

Rotterdam, Netherlands

Full service advertising and video production company.

##### Achievements/Tasks

- Worked with 20+ companies and organizations such as Unilever and Adidas creating unique, engaging, and high-quality video content from concept to completion.
- Over 5000 hours of experience in video production. Self-taught and highly proficient in filming, lighting, editing, motion graphics (2D and 3D graphics).
- Developed competencies in sales, negotiation, networking, and maintaining client relationships. Effectively managed multiple projects simultaneously; consistently delivered on-time and on-budget.
- Assisted clients with ad placement and targeting as well as campaign roll-out across multiple platforms to increase visibility to core demographics.
- Notable accomplishments: Unilever, “Ambachtelijke Rookworst”, 280k+ views on Facebook (idea to conception in 3 days). Reflow, Kickstarter campaign (€25k+), funded on the back of a successful video.

### Visual Brand Designer (Internship)

#### Uniplaces

04/2015 – 08/2015

Lisbon, Portugal

Uniplaces is a student accommodation platform.

##### Achievements/Tasks

- Recruited to create an online video presence where there was none. Developed, directed, filmed, and edited video-driven ad campaigns to drive brand awareness.
- Assisted CMO with targeted campaigns, generating reports, and making future recommendations. Worked with Import.io and Google/YouTube Analytics.
- In charge of the Uniplaces Scholarship video promotion. Videos helped to generate 7 million impressions across Facebook, Twitter, and YouTube.
- Produced videos to help with landlord acquisition; demonstrating the platform’s unique selling points in a clear, concise, and visual way saved the sales team time and resources.

Contact: Luis Rocha – <https://it.linkedin.com/in/luisdarocha>

### Marketing Coordinator

#### STAR Study Association

10/2011 – 09/2012

Rotterdam, Netherlands

##### Achievements/Tasks

- Worked in a team of 6 developing promotional materials (illustrations, flyers, and posters) to promote student gatherings.
- Taught less-experienced teammates how to use Adobe Photoshop.
- Improved STAR’s brand identity by implementing guidelines and developing templates to ensure continuity and a consistent brand image.

## EDUCATION

### BSc Communications and Media

#### Erasmus University

09/2013 – 10/2016

##### Areas of study

- Development of marketing campaigns
- Statistical analysis of consumer trends
- Fostering and maintaining public relations

### International Business Administration

#### Rotterdam School of Management, Erasmus University

09/2011 – 07/2013

## SKILLS

### Production

Advanced working knowledge of Adobe Creative Suite software with an emphasis in Premiere, After Effects, Photoshop, and InDesign. Experience with FinalCut Pro and Media Composer.

### Web

Responsive design, email design (MailChimp), HTML, CSS, PHP, JavaScript, SQL, Google Analytics certified

### Marketing Competencies

Digital Marketing, Content Marketing, Storytelling, SEO, SEM, Social Media

### Other Technical

Windows, OSX, Microsoft Office Suite (Excel, PowerPoint, Word .etc.)

## SOFT SKILLS

Entrepreneurial

Self-starter

Adaptability

Personable

Teamwork

Creativity

## INTERESTS & HOBBIES

Scuba diving

Swimming

Robotics

Filmmaking

Computers

Cooking

Photography

Programming