



Eric Huguenin

Web Analyst & Content Writer

Digital Marketer and copywriter specialized in analytics, branding and web writing. I apply technical and creative skills to produce content that supports and achieves the online objectives of organizations across different industries and channels.

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EXPERIENCE

Digital Marketing Copywriter

Freelance

Mar 2016 – Present

- Provide professional digital marketing and copywriting services, including SEO, analytics, web and ghostwriting, market research, translation and website development.
- Leverage market research and data to create targeted content.
- Consult with clients to develop brand identity and voice to optimize web content creation.
- Create targeted Facebook ads, reaching 1,000+ people over a 5-day period.

Manager

Al Kuthban Rent a Car, LLC

Feb 2017 – Present

- Created social value, engaging with stakeholders and ensuring integration of CSR programs into company's business.
- Managed social media, creating content and graphics for daily postings.
- Planned and executed strategies on monthly basis to meet company's profitability goals.
- Built relationships with local vendors and business, increasing referral network.

Assistant Manager

BH Transit

Mar 2013 – Mar 2016

- Developed social media strategy, increasing engagement and following of company website.
- Performed market research, analyzed data and implemented changes, increasing web traffic and market position.
- Created proposal letters, brochures and flyers in various languages.
- Hired and trained new drivers on protocol and safety procedures.

PROFESSIONAL SKILLS

- Google Analytics
- Market Research
- CRO
- SEO / Web Writing
- R (Statistical Software)
- Tableau
- Copywriting
- Project Management Tools
- Graphic Design

CERTIFICATIONS

Google Analytics | 2018

Google Analytics Academy

Understanding web data to improve online marketing efforts.

SAS Base 9 Programmer | 2018

International Institute of SAS Training and Research (IISASTR)

Retail Banking Analytics

Edureka

Analytics within scope of retail banking, managing marketing challenges across customer life cycle.

EDUCATION

Master of Political Marketing

Rome Business School | 2019

LANGUAGES

English

French