

Justin Griot

Digital Marketing Manager



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Summary

Digital marketing has imbued a passion to help clients achieve their objectives; through campaign diversification and healthy account strategy maintenance. Paired with a love of digital design and writing ad copy; forging new brand templates or marketing overviews comes as second nature.

Education

CAL STATE UNIVERSITY FULLERTON

- Attended from 2014 to 2020
- Attended Sales Leadership Club
- Awarded 1st place in Titan Sales Competition

Expertise

- Google Ad Words
- Facebook/ Meta Advertising
- Microsoft Advertising
- Digital Design
- CO-OP Compliance
- Certified Drone Pilot
- Fluent In French

Experience

2020-June 2023

Gravitation Digital | 530 St Marys Rd, Rosanky, TX 78953

DIGITAL MARKETING MANAGER

- Managing Ad Accounts from various platforms: Google, Meta/Facebook, Microsoft, etc.
- Build out an account structure and marketing strategies to meet a client's goals.
- Augmenting account spend to align with marketing goals and or inventory.
- Retargeting customers by compiling extensive segments, keywords, and lookalike audiences.
- Maintaining COOP compliance to ensure brand integrity and cohesion.
- Relay pertinent information to clients in a transparent and easily digestible manner.
- Well versed in creative: drone shots, logo and ad design, video editing, etc.

2019 - 2020

Turner's Outdoorsman | 2040 N Tustin St, Orange, CA 92865

SALES REPRESENTATIVE

- Manage government documents to ensure compliance with state, federal, and ATF regulations
- Ensure that customers are informed on safety, legal, and compatibility parameter pertinent to their purchase
- Interacting with government agencies to coordinate proper regulatory checks and enforcement

2015-2019

Von's | 2684 N Tustin St, Orange, CA 92865

BOOK KEEPER

- Allocate funds and distribute tills prior to consolidating accounts into a daily ledger
- Verify closing procedures from the night prior, log any discrepancies into terminal
- Manage front desk; entails any third-party service or customer complaints in the store
- Certified Western Union Agent, responsible for the transfer of funds globally
- Maintain the fluidity of the front end and ensure that every customer is tended to in an efficient and cordial manner
- Execute any cash-related transfer/ procedure required

Reference

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