



VIKTOR FAZEKAS.

A motivated and goal-oriented creative director and strategist with 8+ years of experience in various B2C and B2B companies. Founder of multiple successful online projects with experience in developing creative teams and leading high-performance employees.

A fast-paced and well-organized problem solver with internal motivation to over-deliver and strive for excellence in every aspect of life.

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🌐 vik-works.com

📍 Slovak Republic

COMPETENCIES:

Creative Management

Content Production

Creative Strategy

Media Buying

Project Management

Video Editing

Motion Design

DTC Advertising

CREATIVE DIRECTOR.

DOGSLANDING 📍 Remote 📅 2023 - Present

- Took over the creative production of Facebook & Instagram ad creatives, brought new approaches to content production.
- Successfully launched 3 new company products, effectively doubling the company revenue.
- Developed and executed high-performance creative strategies for Facebook, Instagram & TikTok, monitored emerging trends and target audiences.
- Expanded the creative department, integrated multiple video editors and graphic designers, ensured a focus on high performance and quality in all creative projects.
- Streamlined content production processes, ensured timely completion of ad creative projects while meeting KPIs.
- Formulated innovative ad concepts and creative briefs for content creators, video editors, and graphic designers.
- Coordinated multiple video and photo shoots, and collaborated with UGC/AGC creators and professional content studios.

CREATIVE STRATEGIST.

ADKINGS AGENCY 📍 Remote 📅 2022 - 2023

- Orchestrated and streamlined the creative production of Facebook, Instagram & TikTok ads for several e-commerce clients. Formulated innovative ad concepts and advertising briefs for video editors, graphic designers, and copywriters.
- Coordinated video and photo shoots. Collaborated directly with various UGC/AGC creators and professional content studios.
- Served as primary liaison with clients, establishing timelines for projects. Guided a driven and diverse team of creatives.
- Facilitated record-breaking revenue generated for a Health & Wellness brand, exceeding \$1M within 1 week.
- Developed a creative strategy that boosted the ROAS for a Beauty brand from an initial 0.4 to a current 1.9, establishing new metrics for ad performance.
- Maintained high-level satisfaction across all client accounts. Reduced the average number of revisions from 2.5 to less than 1. Expedited the production processes, from over 7 days to 3.5 days.

CREATIVE MANAGER, MOTION & GRAPHIC DESIGNER.

FREELANCE 📍 Remote 📅 2014 - Present

- Collaborated with multiple e-commerce businesses and agencies to enhance their creative strategies, paid ads, and online presence. Constructed video and image assets that drove positive ROI.
- Supported the creation of marketing collateral such as videos and images for Facebook, Instagram, TikTok advertising, or Google Display ads to achieve the goals of particular businesses.
- Aided in the overall UX/UI design and development of several e-commerce stores on WordPress, Shopify, and OpenCart platforms.
- Brainstormed a diverse set of concept and UX/UI designs, brand identities, prototypes, wireframes, and creative projects to maintain popular appeal. Routinely interacted with clients.

CMO, MARKETING MANAGER.

ACTIZIO.COM 📍 Remote 📅 2016 - 2021

- Built a successful e-commerce project from the ground up, achieving \$800K in yearly revenue; executed a successful exit strategy in 2021.
- Expanded the project from a solo venture to a team of eight qualified professionals located throughout the US, UK, and EU.
- Formulated and executed all DTC sales and marketing strategies for Meta Platforms, Amazon, and Google.
- Ideated & executed the creative & paid media strategy. Boosted brand awareness with target customers and drove a positive ROAS.
- Led a team of designers, programmers, copywriters, and media buyers assigned to devise all UX/UI, graphic, copy & video assets.

DESIGN & MARKETING MANAGER.

TRENDDHOUSE.SK 📍 Slovakia 📅 2015 - 2018

- Led the Design & Marketing department of a residential housing construction company. Improved the quality and production processes for graphic & video assets.
- Launched a UX/UI redesign of an outdated website. Improved branding & functionalities of the website with housing projects.

TECHNICAL PROFICIENCIES.

CREATIVE STRATEGY



AFTER EFFECTS



PREMIERE PRO



PHOTOSHOP



ILLUSTRATOR



INDESIGN



FIGMA



HTML5



CSS3



JAVASCRIPT



SHOPIFY



WOOCOMMERCE



EDUCATION.

MASTER'S DEGREE

UNIVERSITY OF ECONOMICS IN BRATISLAVA

📍 Bratislava, Slovakia 📅 2009 - 2014

ERASMUS EXCHANGE PROGRAMME

WARSAW UNIVERSITY OF LIFE SCIENCES

📍 Warsaw, Poland 📅 2013 - 2014

COURSES.

THE PERFORMANCE CREATIVE MASTER COURSE

👤 Dara Denney 📍 Online 📅 2024

7-FIGURE FACEBOOK ADS PLAYBOOK

👤 Depesh Mandalia 📍 Online 📅 2021

AD CREATIVE MASTERCLASS

👤 AdTok 📍 Online 📅 2024

HOW TO RUN FACEBOOK ADS

👤 Nick Shackelford / Foundr 📍 Online 📅 2019 - 2020

PAGE FUNDAMENTALS, BUYER PSYCHOLOGY

👤 Dan Johnston 📍 Online 📅 2019 - 2020

ADOBE AFTER EFFECTS: COMPLETE COURSE

👤 Louai Zambaraki 📍 Online 📅 2018 - 2019

COPYWRITING: WRITE TO SELL LIKE A PRO

👤 Tamsin Henderson 📍 Online 📅 2022

LANGUAGES.

English

Slovak

German

Czech

Polish

INTERESTS.

Scuba diving

Hiking

Outdoors

Fishing

Gym

Audiobooks

VOLUNTEERING.

TENNESSEE RIVERKEEPER

Created various graphic and print promotional assets for Tennessee Riverkeeper - a non-profit organization protecting and preserving the Tennessee and Cumberland River basins.

ARTBAR WEST VIRGINIA

Created various graphic assets for social media and website for Artbar, WV - a not-for-profit organization engaged in the adoption and fostering of domestic animals in Mingo County, WV.

PREVIOUS CLIENTS.

swissklip PetMeds ADKINGS

COSTCO WHOLESALE JUNI Does LANDING

COMPLEMENT PETRONELLA PHOTOGRAPHY KittySpout