

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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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 ecommerce 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.

TRENDHOUSE.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.







EDUCATION.

MASTER'S DEGREE

UNIVERSITY OF ECONOMICS IN BRATISLAVA

Pratislava, Slovakia

2009 - 2014

ERASMUS EXCHANGE PROGRAMME

WARSAW UNIVERSITY OF LIFE SCIENCES

Warsaw, Poland

2013 - 2014

COURSES.

THE PERFORMANCE CREATIVE MASTER COURSE

Bara 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

<u>2019 - 2020</u>

ADOBE AFTER EFFECTS: COMPLETE COURSE

Louai Zambaraki

Online

2018 - 2019

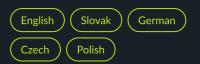
COPYWRITING: WRITE TO SELL LIKE A PRO

Tamsin Henderson

Online

= 2022

LANGUAGES



INTERESTS



VOLUNTEERING

TENNESSEE RIVERKEEPER

Created various graphic and print promotional assets for Tennessee Riverkeeper - a nonprofit 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



JUNI PLANDING COSTCO



C@MPLEMENT*

KittySpout