



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.

DT ECOM LTD. 📍 Remote 📅 2023 - 2025

- Led performance creative department for fast-growing pet niche e-commerce company, managing video editors, creative strategists, graphic designers, and content creators.
- Built and automated comprehensive creative strategy that drove 6X year-over-year growth (from 7-fig to 8-fig annually).
- Established scalable creative systems ensuring volume, quality and high-performance of advertising assets.

CREATIVE DIRECTOR.

DOGSLANDING 📍 Remote 📅 2023 - 2024

- Led creative production for Facebook, Instagram & TikTok ads, introducing innovative content approaches.
- Successfully launched 3 new products, doubling company revenue.
- Developed high-performance creative strategies while monitoring trends and audiences.
- Expanded creative department with multiple editors and designers, emphasizing performance and quality. Streamlined production processes, ensuring timely project completion while meeting KPIs.
- Created innovative ad concepts and briefs, coordinated shoots, and managed UGC/AGC creator collaborations.

CREATIVE STRATEGIST.

ADKINGS AGENCY 📍 Remote 📅 2022 - 2023

- Managed performance creative production for Facebook, Instagram & TikTok for multiple e-commerce clients. Developed ad concepts and briefs, coordinated shoots, and collaborated with UGC/AGC creators and studios.
- Served as client liaison while leading a diverse creative team.
- Generated record \$1M+ revenue in one week for Health & Wellness brand.
- Improved Beauty brand ROAS from 0.4 to 1.9.
- Reduced average revisions from 2.5 to <1.
- Cut production timeline from 7+ 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 Design & Marketing for residential construction company. Enhanced graphic/video production quality and processes.
- Executed UX/UI redesign of outdated website, improving both branding and housing project functionality.

TECHNICAL PROFICIENCIES.

CREATIVE STRATEGY



AFTER EFFECTS



PREMIERE PRO



PHOTOSHOP



ILLUSTRATOR



INDESIGN



FIGMA



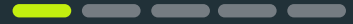
HTML5



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.

swissclip PetMeds ADKINGS

COSTCO WHOLESALE JUNI Does LANDING

COMPLEMENT PETRONELLA PHOTOGRAPHY KittySpout