







# SERGIO AOUN



## CONTACT INFORMATION

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-  +961 70 567 491
-  Sep 15, 1997
-  Lebanese/Brazilian
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## SKILLS

- Advertising and marketing
- Strong written and verbal communication skills
- SEO/SEM
- Shopify
- MailChimp
- Copywriting & Proofreading
- Landing Page Building

## LANGUAGES

- English | Native
- Arabic | Native
- French | Intermediate

## INTRODUCTION

An experienced and certified e-commerce specialist & direct-response copywriter with a proven track record of success on Upwork. For the last three years, I have been leveraging my technical, marketing, and communication skills to help businesses maximize their online presence and ROI. My expertise includes digital strategy, website design & development, SEO optimization, email automation, CRO testing, and analytics. I have worked with international brands in the e-commerce industry, delivering solutions that drive conversions. Additionally, I am well-versed in crafting compelling copy that resonates with buyers and generates leads. With an eye for detail and commitment to client satisfaction, I continuously strive to stay on top of the current trends in digital marketing.

## EXPERIENCE

### FREELANCE DIGITAL CONSULTANT - REMOTE POSITION

**Tremblay Financial Services.** Santa Barbara, CA | Feb 2022 - Present

- Optimized the GMB listing to attract organic visitors while increasing the CTR
- Analyzed the client's website, ran relevant tests, analyzed data, and monitored the progress of both the website in question and the competition.
- Edited existing written content and composed new content for web pages.
- Determined the best keywords, using these to implement SEO campaigns and optimize website copy and landing pages.
- Created extensive marketing campaigns spanning email, Facebook, and native Google ads.
- Created a landing page for their e-book as a lead magnet.

### CONVERSION RATE OPTIMIZATION SPECIALIST | COPYWRITER

**Upwork.** Freelancer | Jun 2021 - Present

- Performed detailed CRO audits for e-commerce brands to identify low-hanging fruits on their website & improve different sections.
- Developed a proven CRO checklist that can be applied to any e-commerce business to help optimize their store for conversions.
- Wrote sales copy for landing pages, Facebook, and Google ads.
- Wrote SEO-optimized blog posts.
- Identified and segmented target audiences; leveraged social media platforms to locate and communicate with niche customers.

## EDUCATION

### CIVIL & ENVIRONMENTAL ENGINEERING

**Holy Spirit University of Kaslik.** Keserwan District | Sep 2015 - May 2021

Graduated with a GPA of 85, High Distinction.

Specialized in Water Resources Engineering, Research Department.

## CERTIFICATIONS & COURSES

- **Fundamentals of Digital Marketing** - Google Digital Garage
- **Foundations of Digital Marketing & E-commerce** | Coursera
- **E-commerce Certified Specialist** | Knowledge Society