

< COMPANY'S LETTER HEAD >

Date:

To Whom It May Concern

It is a great pleasure to introduce "YOUR NAME" who is one of the confident, hardworking, and creative employees of the Raguz Building Services based in Sydney, Australia. He was employed in this company from August 2019 – January 2020. Throughout this employment tenure, he was worked on full-time basis, for per week as a Multimedia Specialist at a pay scale of

YOUR NAME was accountable to perform top priority duties relating to digital animation, graphics, audio, photography, audio, and virtual reality to design a range of different multimedia products which can be efficiently delivered on numerous platforms. Moreover, He iteracted with the clients to expalin the technical possibility of the product and overall cost involved in it

The following points I the detailed description of the roles and responsibilities in the Raguz Building Services, i.e.

- Develop strategies and tactics to design the products as per cleint's requirements using latest computer-based design pacakges.
- Utilizing design knowledge to create catalogues using InDesign and updating company statement.
- Deploy successful marketing campaigns and own their implementation from ideation to execution.
- Responsible for doing experiment on a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis.
- Managing the company's website according to their brand identity and their previous strategy
- Producing valuable and engaging content for our website that attracts and converts our target groups and developing strategic relationships.
- Testing and analyzing all campaign that we did in order to determine the effectiveness of those one and to understand how to make it growth in the future
- Preparing and monitoring the marketing budget .
- Supervising and approving marketing material, from website banners to hard copy brochures and capability statement.
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals.

TO BE CONTINUED...