

Ga. Hello

I'm Grégory,
Creative Marketing Specialist
based in **Berlin**, Germany.

gregoryarmansin.com

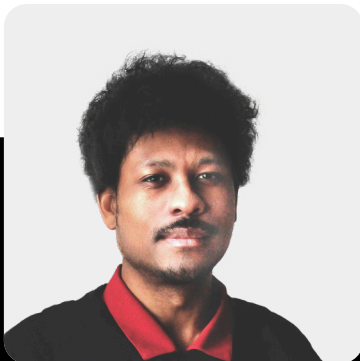
With **7+ years of experience**, I help brands grow through strategic marketing and compelling design.

I'm passionate about leading campaigns **from concept to execution**, using both creative ideas and data to get results. I have experience with social media growth, paid ads, email marketing, branding, SEO, lead generation, and automation. I'm looking to keep making an impact through clear and effective marketing, ideally at a larger or mission-driven company.

I'm also an avid artist, enjoying **drawing and painting** in my free time as a way to express myself. On top of all that, music has also been a constant in my life, and I've been playing guitar since I was 18.

My love for travel has taken me to many corners of the globe, including several **enriching years spent in Vietnam**. It was there that my curiosity led me to dive into programming, first with C and then JavaScript, which eventually steered me into web development.

Let's connect and explore how we can create something great together!



Grégory Armansin
Creative Marketing Specialist

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Experience.

/01

Jul 2017 - Mar 2025 | Audience Serv GmbH

Marketing Designer/Manager

BERLIN

DE

HYBRID

- Planned, designed, and optimized paid campaigns across Google Ads, LinkedIn Ads, and Meta Ads, improving ROAS, CTR, and conversion rates.
- Developed social media content for Instagram, LinkedIn, Facebook, and YouTube, **increasing followers by 40%** over 1 year.
- Designed and managed 30+ lead generation campaigns per year across email, paid social, and landing pages. Achieved **+10% conversion rate** on some of them.
- Created ad creatives for display and email campaigns in Figma and Adobe CC (Photoshop, Illustrator, InDesign, After Effects).
- Set up and managed automation flows in Salesforce, Pardot, and Meet Alfred to support lead nurturing and LinkedIn outreach at scale.
- Managed the full content lifecycle: from strategy and creation to performance tracking and optimization using tools like Google Analytics and Ahrefs.
- Conducted A/B testing and optimized conversion rates to improve lead quality and reduce CPL.

/02

Feb 2015 - Nov 2016 | Remintrex GmbH

Campaign Designer/Manager

BERLIN

DE

HYBRID

- Designed and developed HTML/CSS email templates (1-2 daily), ensuring responsive design and optimized user experience across devices.
- Managed and optimized email retargeting campaigns, improving conversion rates by 18% through strategic content adjustments and A/B testing.
- Coordinated the entire sales process from initial contact to contract conclusion.

/03

Aug 2012 - Jan 2015 | Kellersign

Graphic Designer

KILLSTETT

FR

- Designed custom signage, vehicle wraps, storefronts, and large-scale advertising materials for 15+ B2B clients.
- Delivered print-ready files and mockups using Adobe Illustrator, Photoshop, and InDesign to ensure accurate production outcomes.
- Created technical drawings and dielines for vinyl plotting and print setup
- Updated websites and created content, generating an average of 34 inbound leads per year.

Education

Web Design Training
AS-Formation
Aug 2009 - Dec 2009

Bachelor in Graphic Design
Université de Strasbourg
Sep 2006 - Jun 2009

High School Diploma
Lycée Couffignal
Sep 2003 - Jun 2006

Skills

/02

Who I am

Strong Communicator · Team Player · Adaptable · Proactive · Organized · Curious · Feedback-Oriented · Deadline-Driven · Detail-Focused · Tech Savvy

/01

What I do

Digital Marketing

Marketing strategy
Campaign planning
SEM/SEO
Automation flows
Social media strategy
Data Analysis
Project Management
Budgeting
Presentation decks
Public Relations

Graphic Design

Branding
UI/UX Design
Illustration
Visual Identity
Print/Web Design
Prototyping
Wireframing
2D Animation

Web development

Website
Landing Page
Email Development
Responsive Design
Blog
CMS

/02

What I use

Digital Marketing

Google Ads
Linkedin Ads
Meta Ads
Salesforce/Pardot
Automation Tools
Microsoft Office
AI Tools
Ahrefs
Google Workspace

Graphic Design

Figma
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Canva

Web development

HTML/CSS
Javascript
Jquery
Wordpress
Webflow

Languages

French ●●●
(Native)

English ●●●
(Fluent - C1)

German ●○○
(Intermediate - B1)

Hobbies

