

ALEXANDRE PLAMONDON

Student at École des Science de la Gestion - ESG UQAM
Canadien/Cambodian Citizen
Montreal, Québec, Canada

 [My Portfolio](#)  alplamondon@gmail.com
 www.linkedin.com/in/alexandre-plamondon

EXPERIENCES

Marketing Specialist – Part-Time – Remote

June 2024 - Present

SCORE! Sports Bar & Grill

Phnom Penh, Cambodge

- **Managed** the production of multi-channel creative content (videos, banners, Instagram, Facebook, and TikTok posts).
- **Launched** and optimized paid advertising campaign, generating over **100,000** impressions and more than **2000** visits (an increase of **11.88%**).
- **Designed** and deployed email marketing strategies and copywriting.
- **Implemented** and analyzed A/B tests on digital campaigns to continuously improve performance.
- **Supported** the strategic transformation of the company in response to new market demands: redesigning visual identity, menus, banners, social media presence, and digital content.
- **Rebuilt**, migrated, and optimized the website to a new platform, integrating SEO (Wix.com)

Sales Associate / Visual Merchandiser – Part-Time

Juin 2023 – Juillet 2024

Nike

Montréal, Canada

- **Welcomed** and assisted customers, analyzed client needs, and presented corresponding products.
- **Sold** complementary items to optimize sales.
- **Collaborated** closely with team members to offer quality customer service and maintain stock and the appearance of work zones.
- **Created** and maintained the visual display of the store.

EDUCATION

B.B.A. Bachelor of Business Administration – Marketing Major

[Université du Québec à Montréal](#), Montréal, Canada

September 2021 - Present

French Baccalaureate, a French national diploma marking the end of general studies – equivalent to CEGEP.

[Lycée Français René Descartes \(LFRD\)](#), Phnom Penh

September 2007 - 2021

SKILLS, ACTIVITIES & INTRESTS

Computer: Google Ads, TikTok and Instagram, Coding (HTML, CSS, JavaScript, Typescript), Adobe Suite (Photoshop, Illustrator), Microsoft Office (Word, Excel, PowerPoint).

Skills: Digital Marketing, Product Marketing, Event Marketing, Brand Marketing, Analytical Skills

Languages: French (Proficient), English (Proficient), Khmer (Proficient)

Certifications & Training: Google Ads Certification, Foundations of Digital Marketing and E-Commerce and Project Management.