

ROYED R. YAKUB

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Available full-time April 2027 · U.S. citizen, no visa sponsorship required

PROFESSIONAL SUMMARY

Digital marketing and brand strategy professional focused on paid acquisition, creative strategy, and growth. Currently supporting paid campaigns as a Creative Strategist Intern and running social media, ads, and SEO for a creative agency, with previous experience founding a direct-to-consumer sunglasses brand. Comfortable working directly with founders and leadership in fast-paced startups. Bilingual in English and Spanish, and completing a Master in Management (International Business) at EAE Business School in Barcelona with a focus on global marketing and international market expansion.

EXPERIENCE

eCreative Agency

Remote

Social Media & Digital Marketing Specialist (Freelance)

Oct 2026 – Present

- Manage social media content and brand voice, planning and producing posts that grow visibility and engagement
- Run paid social campaigns, testing creative and messaging to expand reach and generate inbound leads
- Support SEO on the agency's existing website, refining content and keywords to drive organic traffic

ORA – Optimal Recruitment & Automation LLC

Remote

Creative Strategist Intern (Paid Acquisition)

2026 – Present

- Supported paid acquisition campaigns across Meta and Google Ads, increasing website traffic by 30%+
- Collaborated directly with leadership on campaign execution, brand growth, and performance optimization
- Assisted in SEO strategy implementation, contributing to 35–40% organic growth

Accretive Capital

Remote

Social Media Marketing & Analytics Intern

Apr 2024 – Apr 2025

- Increased audience reach by 50%+ and engagement by 30%+ through strategic content initiatives
- Developed social media strategies aligned with fintech trends, contributing to 25%+ follower growth
- Assisted in audience analytics and content performance tracking to optimize engagement strategies

Stay You Lenses

Remote

Marketing Manager / Founder

Jan 2024 – Jan 2025

- Founded and scaled a direct-to-consumer sunglasses brand, driving 60%+ business growth
- Built brand identity, website strategy, and digital marketing campaigns focused on consumer engagement
- Managed social media branding, content creation, and customer acquisition initiatives

Noel Box

Remote

Marketing Specialist

Jun 2021 – Aug 2022

- Contributed to 20–30% customer acquisition growth through digital campaign optimization
- Optimized Amazon and Etsy product listings to improve traffic and conversion performance
- Assisted with brand visibility strategies and marketplace campaign management

ADDITIONAL EXPERIENCE

Powerhouse Gym

Miami, FL

Front Desk Associate

May 2022 – Oct 2022

- Supported membership engagement, sales support, and customer retention in a fast-paced fitness environment
- Worked directly with leadership to support daily operations and client relations

Life Time Athletic

Laguna Niguel, CA

Facility Operations Associate

Feb 2020 – Jul 2021

- Led a team of 5 while supporting facility operations, daily coordination, and customer experience
- Supported member retention and client satisfaction initiatives

EDUCATION

EAE Business School — Master in Management (International Business)

May 2027

University of Miami — B.S. Communication (Advertising & Marketing)

Dec 2025

Saddleback College — A.A. Business Administration

May 2023

SKILLS, CERTIFICATIONS & LANGUAGES

Skills: Creative Strategy · Paid Acquisition (Meta, Google Ads) · Growth Marketing · Brand Strategy · Marketing Strategy · SEO · Google Analytics · Data Analysis · Content Strategy · Social Media Marketing · Campaign Management

Certifications: Google Analytics · HubSpot (Content Marketing, Email Marketing, SEO, Social Media Marketing, Digital Marketing) · Adobe Creative Cloud

Languages: English (Native) · Spanish (Fluent)