

Lazaro Kibukira

Albany, NY

(518) 930-1243

lakisimba100@gmail.com

OBJECTIVE

Dedicated and creative professional with a strong background in photography, videography, and digital marketing.

EDUCATION

Hudson Valley Community College Troy, NY, Bachelor of Digital Media (In Progress)

Google Digital Marketing & E-commerce Professional Certificate.

Technical Skills:

- Adobe Dreamweaver
- Adobe Illustrator
- Adobe Lightroom Classic
- Photography
- Digital Marketing
- Graphic Design/ Drawing
- Adobe InDesign
- Videography

Soft Skills:

- Attention to Detail
- Communication
- Organizational Skills
- Time management
- Teamwork
- Problem Solving

EXPERIENCE

Web Studio VIP Remote { May-2024-Present }

Digital Marketing Specialist

Worked directly with company clients managing their Google Ads accounts.

Managed a total of over \$40,000 in ad spend per month.

Achieved an average of 200% ROAS overall ad accounts.

Directly communicated with the client marketing team via Zoom.

Worked directly with a copywriter and designer to create landing pages that best-matched search intent, driving up conversion rates by 20% on average for select clients.

Hertz – Albany, NY June 2023 – Present

Rental Associate

Conduct vehicle inspections to ensure cleanliness and identify any damages before rentals.

Manage quick turnaround times, ensuring multiple vehicles are cleaned and ready for customers efficiently.

Possess comprehensive product knowledge to provide the best customer assistance and support.

MVP Arena – Albany, NY April 2023 – May 2023

Event Venue Coordinator

Coordinated thorough cleaning of event spaces before, during, and after concerts or events.

Collaborated with cleaning staff to ensure all areas were well-maintained and efficiently covered.

Swept, mopped, vacuumed floors, and ensured all surfaces were dust-free to enhance the venue's appearance.