

FOGAM JOHN-PAUL BUNGHA

MARKETING & SALES STUDENT · AI-DRIVEN CONTENT STRATEGIST

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ABOUT

Marketing & Sales student at UCLL, bridging creative visual branding with advanced AI technology. Results-driven, dedicated to innovative storytelling and tech-oriented solutions.

DIGITAL MARKETING

- Social Media Strategy (IG, TikTok, FB)
- Campaign Coordination & Analysis
- Newsletter & Content Development

CREATIVE & TECHNICAL

- High-End Video Editing & Production
- Generative AI Integration
- Content Pipeline Management

DESIGN SUITE

- Adobe Premiere Pro
- Adobe Illustrator
- Photoshop
- Canva

AI & SOCIAL ECOSYSTEM

- ChatGPT / Gemini
- Higgsfield
- Midjourney
- Meta Business Suite
- TikTok Creator Tools

LANGUAGES

- English (Native)
- Dutch (B1)

LEADERSHIP & COMMUNITY

Football Coach – U14 Team

Mentorship, strategic planning, performance motivation.

Arts Collective Member

Collaborative artistic initiatives & community development.

STRENGTHS

- Creative Strategy
- Tech-oriented
- Rapid Learner
- Collaborative Leader
- Results-driven

PROFESSIONAL EXPERIENCE

Social Media Marketer

Arty.Party – Instagram Brand | 2023 – Present

- Lead end-to-end digital presence for creative lifestyle branding.
- Execute high-impact content strategies and multimedia assets.
- Pioneer AI-driven workflows for streamlined content production.
- Manage editorial calendars and community engagement growth.

- Kaminsky Restaurant 2023 – Present
- Fruit Picker Summer 2020
- Take-Away Food Delivery Driver 2020 – 2021
- Mise en Place (HORECA) – Waiter 2021 – 2022
- Actief – Cleaner 2022 – 2023

EDUCATION

UCLL – Campus Proximus

2023 – Present

Marketing & Sales | Ongoing

- Digital Marketing Strategy & Positioning
- Social Media Campaign Lifecycle
- Consumer Behavior Analysis
- Brand Market Analysis

CVO-VOLT

2020 – 2023

Diploma in Graphic Design

CERTIFICATIONS

Google AI Professional Certificate

7-course series: AI Fundamentals, Brainstorming, Research, Writing, Content Creation, Data Analysis & App Building.

Graphic Design Professional Certification

Advanced visual identity systems and professional layout standards.

Prompt Engineering Certification

Optimizing generative AI for content workflows.