

VICTOR ALBERT CHAUVET

Business, Marketing & Operations Leader

ABOUT



Results-driven business, marketing, and operations leader with 10+ years of experience spanning brand strategy, digital marketing, project management, and general management across technology, infrastructure, consumer products, and services. Proven ability to scale brands, manage cross-functional teams, control budgets, and execute high-impact campaigns from concept to completion.

Multilingual (English, French, Creole) with strong international and multicultural experience. Adept at both strategic leadership and hands-on execution.



WORK EXPERIENCE



KAT5 INTL LLC | Remote / USA09/2024 – 01/2025

Contract Digital Marketing Manager

- Led digital marketing strategy for proprietary battery terminal extensions geared at the consumer market with an emphasis on RV and marine sectors.
- Set up backend flows for nationwide b2b and door-to-door salesmen. Was point of contact for intake of any national commercial accounts.
- Advised leadership on digital presence, analytics tracking, and long-term marketing infrastructure.

Environ Cultural Center | Lauderhill, FL03/2024 - 06/2024

General Manager

- Oversaw day-to-day operations of a multi-use cultural and community facility, managing staff, scheduling, and facility logistics.
- Coordinated events, programming, and external partnerships to maximize community engagement and venue utilization.
- Managed budgets, vendor relationships, and operational workflows to ensure smooth execution of public and private events.
- Acted as primary liaison between city stakeholders, community partners, and internal teams.

HealthTrust Workforce Solutions | Sunrise, FL09/202312/2022

Digital Marketing Specialist

- Conceptualized and executed nationwide, cross-functional marketing campaigns (email, paid search, multimedia, billboards) to increase nurse applicant leads.
- Designed and developed landing pages optimized for conversion and performance tracking.
- Managed Google Ads, HubSpot assets, and external-facing email marketing campaigns.
- Utilized analytics and reporting to optimize spend, improve lead quality, and scale campaign performance.

TOOLING



Microsoft 365

Figma

HTML, React, CSS

Facebook Ads, IG, X Ads

Wordpress, Wix, Shopify

Adobe Creative Suite

Google Ads, Analytics

Hubspot, Salesforce

SKILLS



Business & Operations

Digital & Growth Marketing

Brand Strategy

Design systems & Graphic Design

Coding & Rapid prototyping

Enterprise Sales & Fundraising

Print & Multimedia Communication

Project Management

Budgeting, Cost Control

Go-to-Market Strategy

Vendor Management

Accounting, Payroll, P&L

Email Marketing

CRM Management

EDUCATION



**Florida International University (FIU)**

**Miami, FL**

Bachelor of Business Administration

Double Major: International Business & Business Administration

**Broward Community College – Davie, FL**

Associate of Arts

**Western High School - Davie, FL**

General Education Diploma

**Languages:** English, French, Creole

**Interests:** Photography, Design, Soccer, Travel

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