

ROBERT SMITH

Web Manager/Representative

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

Highly motivated Administrative Assistant seeking a full time position. Prioritize very well, and provide superior customer service.

CORE COMPETENCIES

Experience in writing, Editing technical and non-technical.

PROFESSIONAL EXPERIENCE

Web Manager/Representative

ABC Corporation - January 2009 – August 2014

Key Deliverables:

- Increased E-Commerce website traffic through the use of Google AdWords, Social Media, and internet marketing.
- Analyzed e-commerce sales and implemented findings to increase revenue.
- Prepared profit & expense reports, website analytics & reporting.
- Assisted CEO with operational and purchasing decisions.
- Edited of website products through administrative back-end. Use of MailChimp marketing to produce daily newsletters.
- Implemented ideas concerning user experience by analyzing shopper trends and using current web standards.
- Organized UPS / USPS relations to build strong rapport and understanding of shipping methods and processes.

Web Manager

ABC Corporation - 2005 – 2009

Key Deliverables:

- Launched the Legions first foray into digital and social space, creating initial strategy and content for Facebook, Twitter, and YouTube engagement.
- Directed 9-month project implementing web-based applications, custom media technology, and innovative mobile strategies for Legion.org.
- Held direct management responsibility for all developers, designers, and vendors.
- Directed the 6-person team that reorganized, redesigned, and relaunched Legion.org to dramatically improve readability.
- Key projects Captained the media team that won 1st annual Pepsi Refresh Project, garnering \$250K for companys "Comfort Items for our Troops" campaign; designed all peripheral advertising in support of Pepsi project and launched auxiliary email and e-newsletter campaigns.
- Devised digital strategies that generated advertising revenue for 1st time in sites history.
- Captured 30% greater pages-per-visit in 2010 compared to previous year..

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EDUCATION

- Certificate in Web Design - 2006(PATHS at TECO - Kissimmee, FL)