

# ROBERT SMITH

## Digital Media Assistant

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### SUMMARY

Motivated sales professional with extensive experience in marketing, customer service, and public relations. Demonstrates the ability to build rapport, understand customer needs, handle objections, and close sales. Looking to apply transferrable skills to a position in Pharmaceutical Sales offering opportunities for career growth.

### CORE COMPETENCIES

Microsoft Office, Relationship Management, Written Communication, Verbal Communication, Sales, Digital Marketing, Digital Media, Graphic Design, Marketing Strategy, Project Management, Marketing Communications.

### PROFESSIONAL EXPERIENCE

#### Digital Media Assistant

**ABC Corporation - June 2014 – August 2015**

##### Key Deliverables:

- Responsible for coordinating with in-house and 3rd party teams to copy edit and upload video content to multiple brand websites.
- Managed several YouTube channels (Better Homes and Gardens, Parents, Eating Well, Shape, etc.).
- Created content pages and images to correspond with videos.
- Responsible for updating promotional feeds and collecting video analytics and revenue statistics.
- Assisted hospitality-based streaming radio company sort music.
- Sorted database of mp3 files.
- Cataloged songs based on genre, tempo, appropriateness.

#### Digital Media Assistant

**Delta Corporation - 2013 – 2014**

##### Key Deliverables:

- Responsible for coordinating with in-house and 3rd party teams to copy edit and upload video content to multiple brand websites.
- Manage several YouTube channels (Better Homes and Gardens, Parents, Eating Well, Shape etc.).
- Create content pages and images to correspond with videos.
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