

ROBERT SMITH

Digital Media Specialist/Representative

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Phone: (0123)-456-789

SUMMARY

Highly skilled and experienced sales professional with a passion for customer service. Expert in marketing, advertising, ad design, CRM programs, reporting tactics, strategic planning.

SKILLS

Adobe Premiere, Adobe After Effects, Adobe Photoshop.

WORK EXPERIENCE

Digital Media Specialist/Representative

Sacramento Bee - April 2014 – 2020

- Present Digital solutions based on analysis of customers needs and audience.
- Collaborate daily with retail reps to exchange selling strategies and ideas based on customers and rep needs.
- Cold calls, secure appointments and sell the new business for personal company objectives.
- Collaborate with members of other departments to complete sales transactions.
- Coordinated with the Adops team daily on all campaigns overall performance and discuss tactics to improve results for each campaign.
- Participated in weekly vendor training webinars and seminars to learn new processes and capabilities.
- Train new reps and current reps weekly on all digital product solutions. Knowledgeable in RTB/Site Scout digital applications.

DIGITAL MEDIA SPECIALIST

BRACEABILITY.COM - 2011 – 2014

- Develop and post keyword targeted content for all online channels to provide effective resolution.
- Continually update the website by utilizing web content management systems.
- Conceive and maintain Google AdWords campaigns to promote products to achieve business objectives.
- Perform keyword research to optimize the website and build inbound links.
- Design and maintain a social media following on Facebook, Twitter and Pinterest.
- Originate the development of new products in the backend of the e-commerce platform (Magento) to drive business growth.
- Anticipates and takes initiative to find solutions to new challenges.

SCHOLASTICS