

EXPERIENCE

SENIOR DIGITAL MEDIA SPECIALIST

Detroit, MI

02/2015 – present

- Supervise and coach direct reports in the performance of their duties; complete performance reviews and provides feedback to direct reports
- Provide teams with media usage, trends and innovations for assigned digital media channels. Provide guidance on targeting capabilities, and demographic/psychographic profiles
- Monitor media campaigns with Digital Media Team and schedule campaign performance meetings as necessary. Continually work to improve and optimize all digital campaigns
- Communicate buy specifications and deadlines to the Planning and Digital teams. Collaborate with the teams to establish campaign set-up procedures for smooth execution
- Manage 2 Assistants, helping to ensure flawless execution and exceptional campaign performance
- Effectively negotiate with digital media vendors to achieve best possible rates, placement, optimal conversion rates and cost-per-conversions to achieve best overall value
- Work with the Manager of Digital Media Specialists and the Planning Team in the strategic development and implementation of digital media campaigns including the following: display, mobile, video, social, and programmatic buying

DIGITAL MEDIA SPECIALIST

San Francisco, CA

05/2010 – 09/2014

- Working with Multimedia Manager to develop and execute a content strategy across digital platforms such as website and blogs
- Analyzes campaign performance data to optimize and improve performance
- Establishes and recommends fixed networks or virtual network options that deliver revenue growth for the branch
- Diagnose and resolve digital media system problems. May also perform various hardware, software, peripheral, and networking technical assistance
- Assists VP of Sales in ensuring digital price structure and network selling practices are in alignment with company goals and branch strategic plans
- Assisting in developing new brand templates
- Establishes a solid working relationship with various internal teams

INTERN, DIGITAL MEDIA SPECIALIST

Detroit, MI

04/2007 – 01/2010

- Assist with creating social media moderation on all major social platforms (Twitter, Facebook, LinkedIn, SlideShare, YouTube and Google +)
- Develop social media briefing materials
- Monitor and flag social media coverage and develop influencer engagement model
- Help manage and update the digital team editorial calendar
- Be resourceful, results driven and deadline oriented
- Proficiency in major social media platforms and knowledge of best practices
- Proficiency in Microsoft Office applications (Outlook, Word, Excel and PowerPoint)

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY

Bachelor's Degree in Communications

SKILLS

- Ability to work quickly with attention to detail
- Ability to think strategically and creatively, with a demonstrated ability to devise ideas and effective campaigns for clients
- Strong attention to detail
- Helpful, respectful, approachable and team oriented, building strong working relationships and a positive work environment
- Basic knowledge of HTML
- Great personal ability to interact with a wide variety of people on technical issues
- Follow-through, reliability and accountability
- Strong self-motivation and ability to work independently
- Highly organized with high attention to detail
- Strong eye for detail