

Robert Smith

Associate Digital Media Manager

CONTACT DETAILS

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Alabama
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PERSONAL STATEMENT

Versatile and experienced professional with extensive background in planning, designing and implementing creative communications solutions through print and digital media, web-based marketing and visual representation, plus qualifications in media and public relations.

WORK EXPERIENCE

Associate Digital Media Manager

State Of New Mexico, Children Youth And Families Department - 2004

- 2019

Responsibilities:

- Using Adobe Creative Suite, produce annual reports, strategic work plans, quarterly key performance measures reports, presentations, and daily legislative trackers.
- Convert data figures to visual elements including charts, graphics, and tables as part of these and other reports.
- Create graphics and have editorial oversight of posters, flyers, brochures, signage, and print and billboard advertisements promoting departments programs.
- Guided development and redesign of external web sites (HeartGalleryNM.org, CYFD.org).
- Responsible for selecting and guiding web development contractor in site-building and improvements.
- Perform day-to-day content updates using a content management system.
- Content updates of the departments intranet using HTML and CSS and database maintenance using proprietary systems.

Digital Media Manager

ABC Corporation - 2003 - 2004

Responsibilities:

- Including imprints Insiders Guide, FalconGuides, Lyons Press A trade publishing company specializing in travel and outdoor recreation books Reported directly to the CIO, CMO, and often worked directly with the president, I was the lead developer for all new web and intranet projects and was the primary maintainer of the companys complex e-commerce site.
- Coordinated the efforts of two other content managers and two designers in maintaining the companys web and intranet sites.
- Worked closely with the marketing department to coordinate social media campaigns.
- Instated and supported multiple content-management systems such as SharePoint, Drupal, and a proprietary system based on the FuseBox ColdFusion framework.
- Represented the company at trade shows and traveled to its parent company frequently to participate in internet strategy summits.

SKILLS

Adobe Creative Suite,
Microsoft Word, Excel,
PowerPoint, Slnetix
Elementi, Google
Analytics, Facebook For
Business, Hootsuite,
ExpressionEngine,
Drupal, HTML, Cascading
Style Sheets,
CreateSend.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference - 1 (Company
Name)
Reference - 2 (Company
Name)