

Robert Smith

Digital Media Manager/Consultant

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SUMMARY

An innovative digital specialist who thrives in a busy work environment with deadlines and pressure. Proven track record of improving the quality of content and brand awareness for local media outlets.

SKILLS

Web site content management, Social media, Editing, Writing, Reporting, Digital strategy, E-mail marketing.

WORK EXPERIENCE

Digital Media Manager/Consultant

State Of New Mexico, Children Youth And Families Department - 2004 - 2019

- Promoted to bring numbers up for this underperforming branch, within 4 months increased revenue by 6%.
- Manage 4 sales managers to gain in digital revenue net; 11% YOY growth and 27% YOY new digital growth.
- Directing 30 premise sales reps and 10 new business reps to develop forward thinking, data driven analysis and recommendations that align clients goals while creating high-impact opportunities to pitch to clients.
- Develop plans for digital knowledge, customer acquisitions and structure for market canvass.
- Manage over \$13M in digital advertising between SEM, Display, Mobile, Video and YP.com.
- Monitor and report on effectiveness of clients campaigns while developing and communicating plans with analyst.
- Design and provide advance sales training to 35+ reps and initial sales training to new hires.

Digital Media Manager

ABC Corporation - 2001 - 2004

- Being promoted to Digital Media Manager entailed numerous duties which included driving Digital Media/Internet numbers in the many different products offered as well as Print numbers, and to reduce and eliminate churn while seeking to drive positive net growth.
- The position requires assisting Sales Representatives in presenting, and closing prospects on current accounts as well as new business prospects.
- Daily one on one training as well as group training on new products and software.
- Responsible for collaborating with all other Management to drive the desired behavior in Representatives as well as meeting targeted projections.
- National Winner of the 2014 Google Race to Mountain View Trip featuring 80 companies in North America and South America, with one winner from each company.
- This was a National Recognition for YP.
- This is Dummy Description data, Replace with job description relevant to your current role.

EDUCATION

BA In Communication / Digital Media Studies - 2008(University of Denver - Denver, CO)