

ROBERT SMITH

Digital Media Specialist I

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Current Paid Search Specialist, but looking to utilize diverse and refined digital marketing skills towards working with creative content.

SEPTEMBER 2013 - JUNE 2014

DIGITAL MEDIA SPECIALIST I - ABC CORPORATION

- Working with the marketing team in acquiring new subscribers through social media outlets.
- Implementing marketing campaigns and executing using email newsletters, SEO, and SEM.
- Basecamp and email platforms to create and carry out projects with marketing and merchandising teams.
- Overseeing and updating site homepage and email visuals through communication with 10 team members.
- Copywriting for homepage, email blasts, and products.
- Work currently as a private contractor doing corporate and music videos.
- Work very closely with digital workflows and pipelines for visual effects-heavy projects.

2010 - 2013

DIGITAL MEDIA SPECIALIST - ABC CORPORATION

- Amherst, NY January 2013-January 2014 LocalEdge, A Hearst Media Services Company, leading the transition to web-based advertising for any size business.
- Through the development of proprietary technology and partnerships with a full line of digital products that help customers reach and interact with today's consumer.
- Digital Media Specialist Responsible for calling local, small to mid-size business to integrate print and internet marketing products into their business.
- Exceed sales goals into existing base by creating value and differentiating from our competitors.
- Creating out call and lead generating activities to uncover new clients in the area to grow sales.
- Scanning our competitive landscape to remain cutting edge.
- Aid in developing marketing collateral and value based presentations to help in the sale of products and services..

EDUCATION

Bachelor of Arts in Communications - 2010(Ohio State University - Columbus,