

ROBERT SMITH

Digital Media Specialist

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SUMMARY

A hunter mentality The ability to succeed in a competitive environment C-level selling experience. The ability to achieve quota Professionalism and business savvy A team player attitude, strong work ethic.

CORE COMPETENCIES

Email Marketing, Affiliate Marketing, Google Analytics.

PROFESSIONAL EXPERIENCE

Digital Media Specialist

Sparks Christian Fellowship - July 2010 – 2020

Key Deliverables:

- Assist with producing promotional spots and other creative video pieces for special events, new community outreach launches, and general promotions.
- Provide logistical support for the Creative Arts/Technology departments.
- Ensures website material is up to date, accurate, and meets advertising objectives.
- Responsible for training staff to make updates to department information via the website back office.
- Responsible for uploading promotional advertising on a weekly basis.
- Managed public relations strategy and delivery of social media content for Epic Records top Hip Hop and R&B talents.
- Direct sales experience with a digital suite of advertising products. Help with troubleshooting as it relates to website maintenance.

Digital Media Specialist

Virginia Tech University Libraries - 2005 – 2010

Key Deliverables:

- Collaborate daily with marketers, project managers, and designers to propose, develop, and produce creative graphics, videos, and animations for the Creative Services team & library.
- Produced over 180 graphics and 100 short films in less than two calendar years.
- Storyboard, design, and construct various print & web projects for client approval.
- Drive the Virginia Tech brand image by implementing media plans and designs to targeted audiences e.g. students, faculty, staff, and alumni.
- Manage the production workflow through pre-production meetings, shoot logistics and post-production services for final client approval.
- This includes supervising the Event Capture Service team.
- SKILLS Video Production Graphic Design Motion Graphics Social Media Marketing Project Management Event Capture Final Cut Pro X & 7 Photoshop Illustrator AfterEffects InDesign WordPress Facebook, Twitter, Instagram Microsoft Office.