

## Digital Media Producer

# ROBERT SMITH

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## Objective

Academic and professional backgrounds offer years of experience in film production, film programming, sponsorship outreach, marketing, developing and spearheading successful promotional fundraising campaigns and internal relations.

## Skills

Adobe Creative Suite, Microsoft Office, Salesforce, Drupal, HTML, CSS.

## Work Experience

### Digital Media Producer

**ABC Corporation** - September 2013 – October 2014

- Increased Courant Facebook page likes 273% from 15,000 to 56,000 from Sept.
- Covered major local and state breaking news.
- Mastered multiple internal CMS and helped guide new employees.
- Optimized visual elements and multimedia elements for online articles.
- Developed data-driven visual pieces for Courant.
- Learned I can handle a lot at once, and still perform at a higher level that was noticed by clients and my supervisor.
- Used Photoshop, Design, Illustrator, After Effects, video editing, photo editing, audio editing, content management, delegation, organization, attention to detail, communication with clients and co workers.

### Digital Media Producer

**Delta Corporation** - 2012 – 2013

- Developed strategic shooting and production guidelines for promotional video material to increase festival visibility and meet budget parameters.
- Supervised and directed a high-performing production team to ensure the festivals vision and brand were accurately represented.
- Ensured that the release of digital material was met in a timely fashion by the efficient and effective management of personnel and resources.
- Record and edit conferences, events, classroom sessions, and lectures for various departments at NSU.
- Help create media content for various departments for promotional use of the school to bring awareness or potential sponsorship.
- Produce music videos, promotional videos, and company profiles for clients Projects completed for Kia Vans Warped Tour, KSU Peace Project, Kids & ;
- Baseball, WNBA's Keisha Brown Bankshot camp, and Ignition, Inc.

## Education

GED