

JOHN SMITH

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Targeting the following full-time or consultant-level opportunities: DIGITAL MARKETING STRATEGIST • DIGITAL MEDIA MANAGER

Offering a proven track record in devising web marketing strategies that have crystallized brands from relative obscurity, building start-up ventures, forging strategic partnerships, driving revenue, and growing profits in competitive markets. Team builder and capable leader who quickly and easily inspires the trust, confidence, and respect of clients, peers, management, C-level executives, and key decision-makers across a wide range of industries. Complete, in-depth understanding of Internet tools, trends, and business models to raise an organization's visibility and social media profiling across Twitter, Facebook, LinkedIn, and YouTube; also maintain a modestly-influential personal "Twitter" identity: @adinfinity.

Key Knowledge Areas:

- Digital Content Strategy & Design
- SEO & Pay-Per-Click Optimization
- Internet Brand Marketing
- Digital Communications
- Social Media & Community Management
- Product Sales / Business Development & Growth Strategies
- Video Production, Distribution, & Delivery
- Podcast Production
- Blog Authoring
- Content Delivery & Distribution

Concurrent professional experience includes 8 years as an independent Digital Marketing Consultant:

- Designed and rolled out custom digital strategies for companies in the software, healthcare technology, and real estate industries
- Created and refined social media policies and protocols to greatly enhance customer acquisition, customer service, HR, and PR efforts on the web
- Developed content initiatives to launch blogs, video content, and social media profiles in order to establish thought leadership and generate significant inbound marketing results
- Trained company staff on using social media tools and technologies, and set up internal processes to manage social media activity across multiple departments

Advanced user of video / image / audio editing applications, web design software, an extensive range of web applications, and MS Office on both PC and MAC platforms; exercise an exceptionally-quick learning curve to become swiftly proficient in new software intricacies.

Creating & Driving Winning Ideas By Applying Contemporary Marketing Tactics & Tools

SIGNIFICANT CONTRIBUTIONS

Company & Nation-Wide Firsts

- Built and established the first national full-service video production platform from inception. Recruited qualified videographers in each of the 50 states and all top metropolitan service areas (*AgentCasts*)
- Positioned company as a top three result for organic search queries pertaining to the most relevant search terms (*AgentCasts*)
- Envisioned a product development structure which brought across-the-board operating congruency when building sound libraries during company's aggressive growth phase (*Sonic Reality*)