

# Robert Smith

## Asst. Digital Media Specialist

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### SUMMARY

Working in Marketing and Advertising, have a wealth of knowledge and practical experience in a wide array of work environments. From Production Studio to Advertising Agency, to Manufacturing.

### SKILLS

Graphic Design, Web Design, Photography, Videography.

### WORK EXPERIENCE

#### Asst. Digital Media Specialist

ABC Corporation - January 2013 - December 2013

- Responsible for new product package designs and QR code implementation on products.
- HootSuite social media creator and coordinator; SEO, Google Analytics, and website liaison.
- Director and producer of video content for product instructions and company promotions.
- Created company banners, pamphlets, and sales materials for the National Safety Council.
- Markedly increased online sales, product organization, and item details on website.
- Email marketing communications and customer service correspondence.
- Director of Records and ISO 9000 quality management.

#### Digital Media Specialist

ABC Corporation - 2009 - 2013

- Create designs, concepts, and sample layouts based on knowledge of layout principles and esthetic design concepts.
- Confer with clients to discuss and determine layout design.
- Develop graphics, layouts, and campaigns for product illustrations, company logos, and websites.
- Review final layouts and suggest improvements as needed.
- Use computer software to generate new images.
- Maintain archive of images, photos, or previous work products.
- Photograph layouts, perform social media coverage, develop email-marketing campaigns, and manage customer databases..

### EDUCATION

BS in Digital Media - 2009(East Tennessee State University - Johnson City, TN)