

Digital Media Manager

ROBERT SMITH

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Objective

Helped shape the digital identity of the City's most-beloved cultural destinations for nearly a decade. Mastered the arts of client support, corporate branding, content marketing, disruptive design and business strategy through a handful of entrepreneurial ventures and countless freelance projects.

Skills

Project Management, Marketing, Web Design, Digital Marketing, Email Marketing, Writing, Content Management, Adobe Creative Suite, Graphic Design, Advertising.

Work Experience

Digital Media Manager

ABC Corporation - August 2006 - May 2012

- Establishing an efficient and highly-effective digital team within the organization while working to accomplish institutional goals in digital marketing, multimedia, and e-commerce.
- Led the organization through major technology milestones including 2 website overhauls, 2 rebranding shifts, online gift card implementation, print-at-home/mobile ticketing and custom subscription-based shopping cart.
- Provided web content and online ticketing support and services to many key companies including Paul Taylor, Alvin Ailey, MTC and Lincoln Center Festival.
- Implemented proprietary and 3rd-party tools to better measure advertising campaigns, social sharing, and conversion tracking.
- Analyzed and reported website traffic analytics with data-backed recommendations for SEO and content marketing initiatives.
- Researched, budgeted, implemented and managed online queue solutions (Queue-IT) to ultimately solve an ongoing issue with annual high-traffic on-sale of 30,000+ tickets simultaneously.
- Worked closely and proactively with virtually all departments within the organization on various digital projects.

Digital Media Manager

ABC Corporation - 2001 - 2006

- Responsible for driving sales and results with Digital and Social Media supporting the Santa Fe New Mexicans online presence.
- Social media savvy with the understanding of each social media platform and how to ideate strategies from each of them for our clients.
- Strong writing skills to craft engaging and witty branding along with social messaging that is easily consumed by the public or potential consumers.
- In depth experience with Social listening and expertise with analytic tools.
- Detail oriented while working at a fast pace to meet all guidelines.
- Can easily transition a proposal to encompass print, web, pay per click, organic impression and any and all social media campaigns.