

Digital Media Manager/Coordinator

ROBERT SMITH

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Objective

Over achieving disabled veteran with ambition, courage, and integrity. Public Administration with a focus on Public Relations; while minoring in Corporate Communication. The unique mixture of these studies gives perspective relative to corporate structure and both internal and external communication, project and personnel planning, and resource management.

Skills

Microsoft Office.

Work Experience

Digital Media Manager/Coordinator

Grantham University - December 2012 - 2019

- Design, plan and produce media content and materials for supporting the strategic plan of the University including but not limited to audio, video, script development, shoot management, review and editing.
- Manage production, hosting, moderating and coordination of live and recorded multimedia projects to enhance the GU brand.
- Coordinate project schedule and assist with media promotion supporting the strategic initiatives and goals of the University.
- Ensure leads generated from developed media content are appropriately distributed to correct destinations.
- Package recordings for post-event marketing/distribution channels.
- Manage all pre and post event tasks pertaining to multimedia projects.
- Set goals, track and report on the outcomes of each multimedia project;

Digital Media Manager

ABC Corporation - 2011 - 2012

- Managed all 4 station web sites and upgraded all 4 websites to current technology and better design.
- Increased all 4-station web statistics 300% in Unique IP visitors and 400%.
- Initiated On-line contesting.
- Revised all 4-station Social Media offerings.
- All 4 Facebook and Twitter accounts grew in Fans.
- <http://amwamfm.com> <http://967jackfm.upickem.net/engine>Welcome.aspx?contestid=169574>
<http://www.trueoldieswaxi.com/>.
- This is Dummy Description data, Replace with job description relevant to your current role.

Education

Master of Fine Arts in Film Production - 2015(Full Sail University - Winter Park, FL)