

# Robert Smith

## Associate Digital Media Manager

### PERSONAL STATEMENT

Versatile and experienced professional with extensive background in planning, designing and implementing creative communications solutions through print and digital media, web-based marketing and visual representation, plus qualifications in media and public relations.

### WORK EXPERIENCE

#### Associate Digital Media Manager

State Of New Mexico, Children Youth And Families Department - 2004

- 2019

##### Responsibilities:

- Using Adobe Creative Suite, produce annual reports, strategic work plans, quarterly key performance measures reports, presentations, and daily legislative trackers.
- Convert data figures to visual elements including charts, graphics, and tables as part of these and other reports.
- Create graphics and have editorial oversight of posters, flyers, brochures, signage, and print and billboard advertisements promoting departments programs.
- Guided development and redesign of external web sites (HeartGalleryNM.org, CYFD.org).
- Responsible for selecting and guiding web development contractor in site-building and improvements.
- Perform day-to-day content updates using a content management system.
- Content updates of the departments intranet using HTML and CSS and database maintenance using proprietary systems.

#### Digital Media Manager

ABC Corporation - 2003 - 2004

##### Responsibilities:

- Including imprints Insiders Guide, FalconGuides, Lyons Press A trade publishing company specializing in travel and outdoor recreation books Reported directly to the CIO, CMO, and often worked directly with the president, I was the lead developer for all new web and intranet projects and was the primary maintainer of the companys complex e-commerce site.
- Coordinated the efforts of two other content managers and two designers in maintaining the companys web and intranet sites.
- Worked closely with the marketing department to coordinate social media campaigns.
- Instituted and supported multiple content-management systems such as SharePoint, Drupal, and a proprietary system based on the FuseBox ColdFusion framework.
- Represented the company at trade shows and traveled to its parent company frequently to participate in internet strategy summits.

### CONTACT DETAILS

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[www.qwikresume.com](http://www.qwikresume.com)

### SKILLS

Adobe Creative Suite;  
Microsoft Word, Excel,  
PowerPoint, Spinetix  
ElementL, Google  
Analytics, Facebook For  
Business, Hootsuite,  
ExpressionEngine,  
Drupal, HTML, Cascading  
Style Sheets,  
CreateSend.

### LANGUAGES

English (Native)  
French (Professional)  
Spanish (Professional)

### INTERESTS

Climbing  
Snowboarding  
Cooking  
Reading

### REFERENCES

Reference - 1 (Company Name)  
Reference - 2 (Company Name)