

ROBERT SMITH

Digital Media Manager/Supervisor

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SUMMARY

Conscientious and organized individual with exceptional time management ability. Personable team player with superior communication and interpersonal skills.

CORE COMPETENCIES

Marketing, Social Media, Graphics..

PROFESSIONAL EXPERIENCE

Digital Media Manager/Supervisor

ABC Corporation - February 2015 - November 2015

Key Deliverables:

- Serve on both ad operation and client relation teams at start up online mobile advertising agency in Flatiron District.
- Headlining integration of Instagram for businesses; mobile advertising campaigns.
- Pull and analyze biweekly reports from Facebook Business Manager and use pivot tables to record and break out KPIs among relevant demographics.
- Update new dashboard system to keep topline numbers current for easy access for clients.
- Add and maintain advertisements through Facebook Power Editor and Excel.
- Research new business and development opportunities through CrunchBase, Mashable, TechCrunch and AppCrawlr.
- Serve as point of contact and account representative for new clients; drawing and delivering IO, launch details and weekly results.

Digital Media Manager

ABC Corporation - 2010 - 2015

Key Deliverables:

- Developed and managed bi-monthly digital contests and promotions across +500 plus Cumulus owned radio station websites, providing audiences and advertisers with one-of-a-kind experiences with their favorite artists and award shows.
- Created a social media tool kit and managed brand reputation and tone and product presence across social sites to engage consumers and drive customer loyalty.
- Oversaw social media across all Cumulus stations increasing engagement on average a total of 200,000 impressions per social post.
- Designed, implemented and managed social media marketing strategies and campaigns for award shows including, The Grammys, CMAs, American Music Awards and Bet Awards.
- Increased contest awareness by 18% for music labels, award shows and management companies by developing and managing online marketing