



# ANA D. SIMMONS

DIGITAL MEDIA MANAGER

## CONTACTS



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## OBJECTIVE

Seeking work as a Digital Media Manager to advance my skills and my experience in the industry today.

## WORK SUMMARY

### DIGITAL MEDIA MANAGER

2016 - Present Nexstar Broadcasting

- Coordinated with the brand, product, social media, web strategy, and customer success operations to ensure all online customer-facing content serviced our company mission, goals, and values.
- Oversaw the development of digital strategies consistent with Power 106's objectives.
- Recommended targeted innovative media vehicles to achieve the company's goals.
- Communicated ideas to management on ways to improve a project and achieved the goals outlined by each department.
- Promoted usage, webinars, renewals, and all other post-sale

### DIGITAL MEDIA MANAGER

2014 - 2016 ADT Corporation

- Planned, directed and budgeted the design and multimedia operations for Power 106 Digital Media department.
- Worked with the programming and marketing teams to promote on-air promotions, contests, and social media platforms.
- Managed multiple projects with diverse scope, leveraging experience, skills, time management, established procedures and team resources to deliver quality products within project deadlines.
- Kept abreast of industry dynamics, current trends, and future opportunities while conducting competitive analysis.
- Managed the implementation of all online programs and conducted competitive reviews and developed industry association/links.