

Digital Media Specialist III

ROBERT SMITH

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Objective

Video Production and Communications professional with extensive experience directing and managing creative corporate communications and video teams and projects. Implement creative communications products.

Skills

Adobe Master Collection, Graphic Design, Learning Management Systems.

Work Experience

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ABC Corporation - February 1999 - July 2015

- Experience spans almost with this institution, as became a senior member in the Academic Technology Department.
- Primary designer for websites and graphical elements for the creation of newsletters, brochures, posters, and mailers.
- Produce numerous printed materials such as large format posters, training manuals, and flyers.
- Manage repository of digital assets, file management, and comprehensive metatags.
- Experienced studio and location photo/video and editor.
- Production and deployment of various images and videos for web and live viewing.
- Team member in the research, installation, and operation of automated video capture and distribution process.

Digital Media Specialist

ABC Corporation - 1996 - 1999

- Developed and lead a comprehensive project management application to help Marketing team manage and monitor intake process; project includes o Development of back-end database and user-friendly interface o Design of reporting metrics o Training of team.
- Built and continue to develop content and functionality management of organizations website.
- Maintain content management system (CMS) updates and component updates to protect known exploits in the software from being utilized by hackers, while also ensuring access to the most recent software features and efficiency.
- Implementation of intrusion detection, logging and reporting on servers utilized for digital marketing strategies to detect, document and provide data that can be used to block hack attempts and develop cohesive strategies that will prevent future hacks.
- Develop and present regular reporting metrics for web traffic and social media engagement to ensure these are in alignment with organizations strategic goals.
- Project manager for social media engagement, which includes developing policies and procedures, training team members, leading regular team brainstorming sessions and managing crisis communications.
- Collaborate with teams across organization to manage hospital-wide intranet.