

# ROBERT SMITH

## Jr. Digital Media Manager

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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.

### EXPERIENCE

#### Jr. Digital Media Manager

**ABC Corporation - DECEMBER 2013 - JANUARY 2015**

- Conducted social media asset inventory to make an evaluation, recommendations, and content suggestions.
- Analyze monthly metrics online to guide digital outreach efforts.
- Developed annual content calendar identifying monthly youth issue awareness events/ campaigns and strategy for cultivating community partnerships.
- Revamped digital newsletter and initiated a plan to transition print publication into digital format.
- Initiated a website overhaul that shifted from communication and development-oriented website to a programmatic centered one providing a digital triage tool for parents and youth in crisis.
- Served on Advisory Team for the documentary "The Homestretch" about homeless youth in Chicago.
- Developed month-by-month annual content calendar identifying issue awareness events/ campaigns and strategies.

#### Digital Media Manager

**ABC Corporation - 2011 - 2013**

- 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://wamwamfm.com>  
<http://967jackfm.upickem.net/engine>Welcome.aspxcontestid=169574>  
<http://www.trueoldieswaxi.com/>.
- This is Dummy Description data. Replace with job description relevant to your current role.