

# ROBERT SMITH

## Digital Media Assistant

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Likable and dedicated Digital Media Assistant with over 6 years of experience in a fast-paced company. Eager to offer superb analytical and computer skills to help the company grow its client base.

**JULY 2004 - MAY 2005**

### **DIGITAL MEDIA ASSISTANT - ABC CORPORATION**

- Increased website traffic by designing digital content that boosted user engagement & gamer interaction.
- Improved brand standards by developing consistency using corporate brand guidelines.
- Launched digital ad campaigns and promotions (paid & organic) across multiple social media channels.
- Compiled activity reports to measure the performance of campaigns and analyze ROI and KPIs.
- Developed strategic business plan through effective messaging and marketing collateral.
- Assisted students, faculty, and staff with the creative software.
- Provided assistance to graduate students in editing and uploading thesis.

**2000 - 2004**

### **DIGITAL MEDIA ASSISTANT - DELTA CORPORATION**

- Taking care of orders from clients who wanted to be promoted on air and our website, answering phones and emails, taking and editing photos using .
- Assist students, faculty, and staff with the creative software utilized.
- Collect, input, edit, and create content for use by the STAC and by BGSU; provide assistance to graduate students in editing and uploading thesis and .
- Sorting thousands of animal photographs according to their species Creating a bird and mammal species directory.
- Tutor Digital Media students on a variety of subjects Check in/out equipment including tripods, microphones, video cameras, lighting kits etc.
- Assist students in care and use of equipment Organize and keep up with equipment maintenance.
- Led workshops for undergraduate student classes on Adobe InDesign, Photoshop, Microsoft Office and iMovie Edited content for instructional software .