

ROBERT SMITH

Sr. Digital Media Manager

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SUMMARY

Self-taught tech-savvy professional with a strong background in digital media and design. Develop for the latest technology and stay ahead of the curve in all aspects of technology.

SKILLS

AP Style, HTML, Editing, Proofreading, Microsoft Office, Wordpress.

WORK EXPERIENCE

Sr. Digital Media Manager

ABC Corporation - May 2012 – December 2014

- Started this job with high expectations for the position and made sure that delivered this to the company.
- Started out with a full website refresh bringing the old technology and outdated design to a modern and fully functional feel.
- Integrated everything they wanted for function and made sure to give it a fully responsive design for mobile.
- Implemented a full intranet system that allowed the company to book rooms on a scheduling system, company-wide calendars, form, and document tracking with audit control, internal communication system, and many other intranet enhancements.
- Designed seven websites while working for the company, they all were unique and pushed modern design and function.
- Set up an affordable load balancing solution to take care of any website downtime, integrated quality website backup services, and high-quality website monitoring tools.
- Analyzed the risk management structure associated with growing the company as well as managing the quality of all the finished projects.

Digital Media Manager

Santa Fe New Mexican - 2007 – 2012

- Responsible for driving sales and results with Digital and Social Media supporting the Santa Fe New Mexicans online presence.
- Social media savvy with the understanding of each social media platform and how to ideate strategies from each of them for our clients.
- Strong writing skills to craft engaging and witty branding along with social messaging that is easily consumed by the public or potential consumers.
- In depth experience with Social listening and expertise with analytic tools.
- Detail oriented while working at a fast pace to meet all guidelines.
- Can easily transition a proposal to encompass print, web, pay per click, organic impression and any and all social media campaigns.