

ROBERT SMITH

Jr. Digital Media Manager

info@qwikresume.com | [LinkedIn Profile](#) | [Qwikresume.com](#)

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.aspx?contestid=169574>
- <http://www.trueoldieswaxi.com/>.
- This is Dummy Description data, Replace with job description relevant to your current role.