

Robert Smith

Sr. Digital Media Specialist

CONTACT DETAILS

1737 Marshville Road,
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PERSONAL STATEMENT

Creative Marketing professional with a proven record of accomplishment in creating and managing digital media strategies in support of business goals and objectives.

WORK EXPERIENCE

Sr. Digital Media Specialist

Priority Communications - March 2010 - 2020

Responsibilities:

- Manages stations website content and promotions, overall design and SEO, web and mobile streams, trends and analytics, email distribution.
- Strategically plans promotion and digital opportunities closely with management.
- Works with each department to integrate promotions seamlessly between on-air and digital.
- Builds best practices, policies, and procedures for all things digital.
- Gathers analytics to monitor and produce reports to support tactical decisions.
- Creates digital contests and optimizes integration with all online marketing channels.
- Proficient With Adobe Creative Suite, Microsoft Office, HTML, Promosuite CMS, SEO, Second Street, EZ Stream, Social Media.

Digital Media Specialist

ABC Corporation - 2005 - 2010

Responsibilities:

- Established the position from the ground up through successfully working in tandem with the Marketing & Communications and Development Offices.
- Designed, conceptualized and produced digital and print marketing pieces for all communications.
- Video creation and editing for advertising & educational use.
- Photographer for school events and athletics, as well as professional promotional Images.
- Maintained & generated content for the schools website as well as all social media platforms.
- Student advisor for four years.
- Hands-on with all departmental projects including developing marketing strategies and materials as well as special event planning..

Education

Bachelors of Science in Business Administration - 2007(West Liberty University - West Liberty, WV)

SKILLS

Graphic Design, Website Management, Project Management.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference - 1 (Company Name)
Reference - 2 (Company Name)