# ROBERT SMITH

## Digital Marketing Intern III

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### SUMMARY

Self-motivated and innovative digital marketer who has experiences in Search Engine Optimization/Search Engine Marketing, web analytics and social media marketing, looking for full-time opportunity in the digital marketing field.

### SKILLS

Microsoft Office, Human Resources, Accounting, Marketing.

### WORK EXPERIENCE

**Digital Marketing Intern III**

ABC Corporation - January 2015 – August 2015

- Collaborated with the University Relations team to develop and execute digital marketing campaigns.
- Content marketing efforts ensured that the first-ever WILMUSIC Fest exceeded anticipated turnout.
- Responsible for the universitys Pinterest account, and increased its followers by 100 during an internship.
- Assisted with developing better marketing metrics and analytics to increase conversions and attract prospects.
- Targeted Facebook ads, based on interests and geography, enabled the Spring Speaker Series to achieve full registration two weeks prior to the event.
- Reviewed and added additional keywords, demographics, and geography data to Google retargeting campaigns to continuously improve the impressions to click ratio.
- Learned about SEO and SMO, as well as how to create content based on keywords and search queries to improve Google rankings.

**DIGITAL MARKETING INTERN**

OhioHealth - 2012 – 2015

- Assisted the Digital Marketing team with marketing strategy, web development, web analytics, and social media.
- Created and implemented a Blog Process for multiple service lines.
- Managed a project that involved redesigning the Patient and Visitor Guides section of the website.
- Implemented the usage of &quot;Interactive PDFs&quot;.
- Created wireframes, and copy documents.
- Edited webpages through Ektron Content Management system.
- Created analytics reports for multiple service lines..

- MS in Human Resource Management - 2015(Wilmington University)