

# ROBERT SMITH

## Digital Marketing Intern II

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

Proven abilities in social media marketing and consumer analytics with cross-functional teams. Energetic quick learner and team player. Passionate about establishing a career in digital marketing and data analytics fields by leveraging cross-cultural and bilingual skill.

## EXPERIENCE

### Digital Marketing Intern II

#### ABC Corporation - JANUARY 2015 - AUGUST 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 Interactive PDFs.
- Edited webpages through the Ektron Content Management system.
- Created analytics reports for multiple service lines.
- Responsible for maintaining and updating OPEDCs website Developed email blast templates/lists Improved companys search engine optimization (SEO) by auditing their website and developing SEO friendly content.

### Digital Marketing Intern

#### ABC Corporation - 2014 - 2015

- Promoted luxury lifestyle concierge services.
- Tasks included Provided creative promotional writing featuring concierge services, events, and locations.
- Built relationships with allied industries to facilitate guest posts on their blogs and and websites.
- Worked on technical SEO tasks such as keyword research, meta optimisation and link removal.
- Helped deliver link building activities for brands in luxury sector.
- Worked social media posts for Quintessentially Wine (private members wine club).
- Assisted with sales of programs produced by Quintessentially at weekend event ANYA LENA OVERMANN +1 314 560 6243.

## EDUCATION

- BACHELOR OF ARTS in MARKETING - 2011(Capital University - Bexley, OH)



## SKILLS

Basic HTML, Photoshop, CSS, Google Analytics, Ektron Content Management, Brightcove, Basecamp, Microsoft Office.