

Robert Smith

Digital Marketing Intern/Specialist

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SUMMARY

Background in photography/videography from Indiana University and an up to date education of digital marketing PPC, Social Media, Content Creation and Brand Strategy. Completed 10+ online courses on digital marketing along with keeping up to date with daily blog reading.

SKILLS

Indesign, Microsoft Office.

WORK EXPERIENCE

Digital Marketing Intern/Specialist

ABC Corporation - September 2016 - December 2016

- Researched and developed content in accordance with client branding mission.
- Managed, edited, and optimized client websites through Wordpress CMS.
- Tracked all traffic to client websites through Google Analytics.
- Created and managed projects through Trello.
- Developed monthly newsletters for clients through Constant Contact.
- Developed artwork and content for all graphic design creation.
- Managed all social media accounts and marketing campaigns for clients.

Digital Marketing Intern

ABC Corporation - 2012 - 2016

- Intern Researched, wrote, and built copy for the Vera Wang blog and newsletter.
- Assisted digital editorial consultant in managing Vera Wangs 16 websites.
- Devised a social media strategy for the White by Vera Wang Collection.
- Wrote copy to be used for international licensing and marketing initiatives.
- Used Google Analytics to track traffic patterns to the blog and social media sites..
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EDUCATION

Bachelor of Arts in Communication - (University of Louisville - Louisville, KY)