

ROBERT SMITH

Digital Marketing Intern/Analyst

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Self-taught web and graphic designer who is passionate about environmental sustainability. Committed to working to support change and innovation that will ensure a stable future for coming generations.

JUNE 2014 - 2015

DIGITAL MARKETING INTERN/ANALYST - ABC CORPORATION

- Work with media teams to optimize campaign performance.
- Digital Media Reporting Development of campaign reporting including data-driven recommendations to improve online marketing initiatives.
- Created user profiles for clients websites, and presented them with functional requirements and suggestions.
- Search Engine Optimization Provide keyword/phrase recommendations from current search volumes utilizing Google Adwords and Webmaster tools.
- Provide programming recommendations and insights to inform SEO strategy.
- E-mail marketing Develop and QA e-mail marketing campaigns.
- Research Explore and determine the business applications of digital and social trends.

2012 - 2014

DIGITAL MARKETING INTERN - PLESS

- Pless is the coolest mobile payments app in India which enables technologically backward micro merchants & service providers to accept cashless payments.
- Pless enables you to pay your local vendors, roadside retailers real time.
- By simply scanning the QR code & selecting the payment method, you can now pay at thousands of merchants currently registered with Pless.
- No need to carry fat wallet & look for change.
- So download Pless and batua bhool jao.
- Specialties Mobile payments, Cashless payments, 3-click payments.
- This is Dummy Description data, Replace with job description relevant to your current role.

EDUCATION

Bachelor of Arts in Political Science - (New York University, College of Arts and Sciences)

SKILLS

Social Media Marketing, Customer Service, Project Management, Teamwork, Online Marketing, Strategic Planning.