Cameron McBride
Digital Media Specialist

Digital media specialist with web development, IT troubleshooting, and support experience. Currently expanding web development knowledeg based on node.js ecosystem. Knowledgable of best practices for email, web development, and design.

JOB EXPERIENCE

Digital Media Specialist | Jan 2017 - Jun 2019
Shepherd Center

As the digital media specialist for the marketing and public relations department, I handled a plethora of tasks:

- **Digital Asset Management:** Manages, coordinates, and maintains all web content for shepherd.org and related websites using the proprietary content management system.
- **Digital Images:** Creates or edites images and graphics, video and motion graphics for use across a variety of marketing channels
- **Email Marketing:** Creates and edits email messages for marketing and consumer outreach using email automation platform.
- **HTML Development:** Content development and formatting within proprietary content management system, create and edit email templates in Pardot and Salesforce Marketing Cloud
- **Publication:** Creates and edits print and digital publications, including posters, Powerpoint presentations, banners, advertisements, etc.,

Media Specialist | March 2014 - January 2017
Shepherd Center

- Filmed and edited videos for users.
- Converted videos and input videos into powerpoints.
- Handled all audio/visiual needs in conference rooms and auditorium.
- Created motion graphics for users.

EDUCATION

B.S. Digital Media | Aug 2010 - May 2017
Georgia Gwinnett College

INTEREST

- Coding
- Drawing
- Video Games
- Lifting Weights
- Coffee

Address

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Contact Info.

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Professional Skills

- Adobe CC Suite
  - Illustrator
  - Photoshop
  - Light Room
  - Premiere Pro
  - Dreamweaver
  - After Effects
- HTML & CSS
  - Bootstrap
- Atom
- Email Coding Standards
  - MJML
- Graphic Design
- Videography
- Photography
- Pardot

Enviroments

- Windows
- Mac OS

Currently Learning

- DOM
- Git
- Javascript
  - node.js
- JQuery
- MongoDB