

Professional Summary

Results-driven Digital Media expert with 12+ years of experience in driving innovative solutions, leading high-performing teams, and fostering strategic partnerships. Proven track record of success in elevating brand presence and engagement through cutting-edge digital strategies.

Professional Experience

Head of Digital Media (DM12)

Inazuma.co | January 2020 - Present

Senior Digital Media Manager (DM9)

NovaTech Inc. | June 2018 - December 2019

Key Achievements:

- Increased website traffic by 35% through targeted SEO and content marketing initiatives.
- Developed and managed a \$1.2M digital media budget, achieving a 25% ROI.

Responsibilities:

- Managed a team of 8, providing guidance on digital media campaigns.
- Collaborated with the creative team to design engaging digital content.

Digital Media Specialist (DM6)

Pulse Media Group | March 2015 - May 2018

Key Achievements:

- Improved social media engagement by 50% through strategic content creation and community management.
- Assisted in the development of a digital media training program, resulting in a 30% increase in team productivity.

Responsibilities:

- Created and implemented social media campaigns across multiple platforms.
- Analyzed digital media metrics to inform future campaign strategies.

Junior Digital Media Coordinator (DM3)

Spark Digital Agency | January 2012 - February 2015

Key Achievements:

- Successfully coordinated the launch of 5 new client websites, resulting in a 20% increase in client satisfaction.
- Assisted in the development of a digital media style guide, adopted company-wide.

Responsibilities:

- Provided administrative support to the digital media team.
- Assisted in the creation of digital content for client campaigns.

Education

Bachelor of Science in Digital Media

University of California, Los Angeles (UCLA) | December 2011

Technical Skills

Digital Media Platforms:

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro)
- Social Media Management Tools (Hootsuite, Sprout Social)
- Content Management Systems (WordPress, Drupal)

Data Analysis & Reporting:

- Google Analytics
- Microsoft Excel
- Tableau

Programming Languages:

- HTML/CSS
- JavaScript (Basic)

Project Management:

- Asana
- Trello
- Agile Methodologies