

Professional Summary

Results-driven Co-Founder with 10+ years of experience in the digital media industry, leveraging expertise in business process optimization, service delivery, and customer relationship management to drive growth and innovation. Proven track record of successful team management, vendor partnerships, and strategic business analysis.

Professional Experience

Co-Founder & Chief Digital Officer (DM09)

Inazuma.co | January 2018 - Present

Director of Digital Strategy

NovaTech Inc. | June 2015 - December 2017

Key Achievements:

- Spearheaded a team that increased online engagement by 300% through targeted digital campaigns.
- Developed and implemented a CRM system, resulting in a 25% reduction in customer complaints.

Responsibilities:

- Led the digital strategy team in creating innovative online experiences.
- Managed vendor relationships to ensure timely and within-budget project delivery.

Senior Business Analyst

Pulse Media Group | March 2012 - May 2015

Key Achievements:

- Conducted in-depth business process analyses, leading to a 15% increase in operational efficiency.
- Collaborated with the development team to launch a mobile app, achieving 50,000 downloads within the first month.

Responsibilities:

- Analyzed business requirements to inform strategic decision-making.
- Coordinated with cross-functional teams to ensure seamless project execution.

Digital Media Specialist

Spark Digital Agency | January 2010 - February 2012

Key Achievements:

- Designed and implemented social media campaigns, boosting followers by 500%.
- Assisted in the development of a content management system, enhancing content publishing efficiency by 30%.

Responsibilities:

- Created engaging digital content for various client campaigns.
- Provided technical support for website maintenance and updates.

Education

Technical Skills

Management & Leadership:

- Team Management
- Vendor Management
- Change Management

Business & Analysis:

- Business Process Analysis
- Requirements Analysis
- Business Strategy Development

Digital Media & Technology:

- Digital Media Platforms
- Content Management Systems (CMS)
- Customer Relationship Management (CRM) Software