

# Professional Summary

Results-driven digital media expert with 15+ years of experience in transforming businesses through innovative content strategies, social media marketing, and brand development. Proven track record of driving engagement, boosting brand reputation, and leading cross-functional teams to achieve exceptional results. Transitioned from a successful career in aerospace and defense software engineering to leverage creative expertise in the digital media landscape.

## Professional Experience

### Head of Digital Media (DM09)

Inazuma.co | January 2018 - Present

### Digital Content Director

Aurora Publishing | June 2015 - December 2017

#### **Key Achievements:**

- Increased website traffic by 300% through targeted SEO and content marketing strategies
- Developed and executed a social media campaign that grew followers by 500% in 6 months

#### **Responsibilities:**

- Led a team of content creators to produce high-quality digital content
- Collaborated with the editorial team to develop engaging publications

### Senior Content Strategist

Skybound Designs | March 2012 - May 2015

#### **Key Achievements:**

- Crafted a content strategy that resulted in a 25% increase in sales for a major client
- Successfully managed a team of freelancers to deliver large-scale content projects

#### **Responsibilities:**

- Conducted market research to inform content strategies
- Developed and maintained client relationships

### Software Engineer

Aerospace Innovations Inc. | January 2008 - February 2012

### **Key Achievements:**

- Contributed to the development of software for the Space Shuttle program
- Improved code efficiency by 30% through process optimization

### **Responsibilities:**

- Designed and developed software solutions for aerospace projects
- Collaborated with cross-functional teams to meet project deadlines

## **Education**

## **Technical Skills**

### **Digital Media:**

- Digital Strategy
- Digital Publishing
- Content Marketing
- Email Marketing
- Integrated Marketing
- Digital Media
- Web Analytics
- Conversion Optimization
- Content Management

### **Marketing & Communications:**

- Social Media Marketing
- Social Media
- Content Strategy
- Strategic Communications
- Marketing Communications
- Brand Development
- Publications
- Magazines
- Publishing

### **Creative & Design:**

- Interior Design
- Art

- Fashion
- Architecture
- Web Design

**Data & Analytics:**

- Data Analysis
- Marketing Strategy
- Public Relations
- Digital Marketing
- Advertising
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- E-commerce
- Reputation Management

**Project Management:**

- Project Management

**Writing & Content:**

- Content Development
- Copywriting
- Web Content
- Blogging