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 (DM14)

Inazuma.co | January 2020 - Present

Senior Digital Media Manager (DM10)

NovaTech Inc. | June 2018 - December 2019

Key Achievements:

- Increased website traffic by 35% through targeted SEO and content marketing initiatives.
- Developed and implemented a social media strategy that boosted engagement by 250%.

Responsibilities:

- Managed a team of 8 in creating and executing digital media campaigns.
- Collaborated with the marketing team to integrate digital media into overall marketing strategies.

Digital Media Specialist (DM6)

Pulse Media Group | March 2015 - May 2018

Key Achievements:

- Successfully launched a mobile app that reached the top 10 in the app store within the first month.
- Improved email open rates by 50% through personalized content and A/B testing.

Responsibilities:

- Designed and developed digital media content for various campaigns.
- Assisted in the management of social media platforms.

Junior Digital Media Coordinator (DM3)

Spark Creative Agency | January 2013 - February 2015

Key Achievements:

- Contributed to a 20% increase in followers across social media platforms through engaging content creation.
- Assisted in the development of a successful crowdfunding campaign.

Responsibilities:

- Assisted in the creation of digital media content.
- Coordinated with the design team for campaign materials.

Education

Bachelor of Science in Digital Media
University of California, Los Angeles (UCLA) | December 2012

Technical Skills

Digital Media Tools:

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

Programming Languages:

- HTML/CSS
- JavaScript (Basic)

Data Analysis:

- Google Analytics
- Microsoft Excel