

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 enhancing brand visibility, improving engagement, and boosting revenue through cutting-edge digital strategies.

Professional Experience

Head of Digital Media (DM09)

Inazuma.co | January 2020 - Present

Senior Digital Media Manager (DM07)

NovaTech Inc. | June 2018 - December 2019

Key Achievements:

- Increased website traffic by 35% through targeted SEO and content marketing strategies.
- Developed and managed a \$500,000 digital media budget, achieving a 25% ROI.

Responsibilities:

- Managed a team of 8 in creating and implementing digital campaigns.
- Collaborated with the sales team to integrate digital strategies with sales objectives.

Digital Media Specialist (DM05)

Pulse Media Group | March 2015 - May 2018

Key Achievements:

- Enhanced social media engagement by 50% through innovative content creation.
- Successfully launched a mobile app, resulting in 10,000 downloads within the first month.

Responsibilities:

- Designed and executed social media and email marketing campaigns.
- Assisted in the development of the company's first mobile application.

Junior Digital Media Coordinator (DM03)

Spark Digital Agency | January 2012 - February 2015

Key Achievements:

- Contributed to a 20% increase in client base through effective campaign support.

- Developed and maintained the company's first blog, increasing website traffic by 15%.

Responsibilities:

- Assisted in the creation and scheduling of social media content.
- Provided support in the execution of digital marketing campaigns.

Education

Master of Science in Digital Media

University of California, Los Angeles (UCLA)

Relevant Coursework:

- Digital Media Production
- Marketing Strategies for Digital Platforms
- User Experience Design

Technical Skills

Digital Media Tools:

- Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro)
- Google Analytics
- Facebook Ads Manager

Programming Languages:

- HTML/CSS
- JavaScript (Basic)

Operating Systems:

- Windows
- macOS

Soft Skills:

- Leadership
- Team Management
- Strategic Planning
- Communication