Robert Smith

Digital Consultant

CONTACT DETAILS

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PERSONAL STATEMENT

Seeks to gain employment with a company that offers advancement opportunities from within.

WORK EXPERIENCE

Digital Consultant

ABC Corporation - September 2005 – September 2006

Responsibilities:

- Maintained customer relations with existing customers while actively building new clientele.
- Continuously met and exceeded company expectations for new account obtainment and retention of existing accounts.
- Systematically contacted qualified prospects to obtain new business.
- Averaged two new accounts per month over the course of 1 year.
- Extensive use of prospecting, cold calling, and referrals in building business.
- Consulted with C-suite, product owners, and marketing planning to translate stakeholder goals into scalable, user-centric digital plans and roadmaps.
- Partnered with user experience, agile product and content execution teams to draw out and synthesize business goals into actionable and measurable plans.

Digital Consultant

Delta Corporation - 2000 – 2005

Responsibilities:

- Advised clients on digital marketing, product management, online merchandising, user experience and strategies to improve customer acquisition, .
- Key Clients Sterling Optical, Fowlers Chocolates Defined digital roadmap and strategy for a dozen local brands Increased online sales for a local .
- Experienced (15 yrs.
- Digital Strategy Executive specializing in -Digital implementation, strategy and transformation -Customer analytics and insights -Digital innovation .
- Managed Web Store (www.alchemywebstore.com) which is allow users to create/install plugins that add functionality in SDL Tridion (SDL Web 8) >> .
- Instructed clients on Wordpress Collaborated with external technical support to resolve issues managed domain names and DNS information.
- Develop and propose strategic digital marketing campaigns for target accounts Work closely with various departments within company to ensure .

SKILLS

Marketing Communications, Team Building, Planning, and Execution.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference – 1 (Company Name)
Reference – 2 (Company Name)

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Education

Masters of Business Administration in Business Administration - (University of Phoenix - Tempe, AZ)

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