ROBERT SMITH

Digital Marketing Associate

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SUMMARY

Dynamic content author and digital communicator with hands-on experience managing content for high volume big brand websites. Advanced CMS experience as well as skills in copywriting, digital communications, and public relations. Works well independently or within a team setting Meticulous, hardworking, and reliable Able to prioritize and multi-task under pressure and complete each task with accuracy and professionalism.

CORE COMPETENCIES

Public Relations, Social Media Management, Digital Marketing.

PROFESSIONAL EXPERIENCE

Digital Marketing Associate

ABC Corporation - October 2014 – June 2015

Key Deliverables:

- Wrote daily web content for the website based on content guidelines.
- Moderated content as it was contributed to the website by external sources.
- Social Media Generate, edit, publish, and share daily content (original text, images, video, or HTML)
- Create editorial calendars and syndication schedules.
- Compiled reports for management displaying the results.
- Copywriting Develop and edit content and obtain approval from Editor for web publication.
- Collaborate with various brands to tailor and communicate a brand message via GQ online.

Digital Marketing Associate

Delta Corporation - 2009 – 2014

Key Deliverables:

- All Digital Media Production, Reputation Management, SEO, Social Media Management, Graphic Design.
- Overhauled NICODAs Facebook page and developed an online fundraising strategy.
- Created all web content, including blogs, Facebook ads, event flyers and newsletters.
- Handled all media outreach and inquiries.
- Monitored sales and website views to determine effectiveness of sponsored advertising Implemented search engine optimization tools to create organic .
- Capture and edit photo and video of artisans for social media channels Organize/locate imagery and copy and develop social media strategy for .

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- Created digital marketing strategy and social media accounts for boutique housing concierge firm co- founded by two Harvard Business School graduates.

EDUCATION

Bachelor's In Communications, Advertising - (University Of Colorado Boulder - Boulder, CO)

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