

ROBERT SMITH

Digital Media Assistant

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SUMMARY

A talented Multimedia Specialist with experience in the development and implementation of web, mobile, and digital media marketing strategies. With years of experience in developing and designing creative Web and digital media solutions to support the efforts of brand marketing through effective concept development, content gathering, layout, illustration, production, and programming.

SKILLS

Adobe Photoshop, Adobe InDesign.

WORK EXPERIENCE

Digital Media Assistant

ABC Corporation - January 2013 – September 2013

- Reported directly to the Director of Communication to oversee the implantation, creation, and maintenance of digital media assists crucial to the foundation.
- Created, planned, and implemented multiple creative ways to collect email subscribers for our marketing email campaigns.
- Enhanced and streamlined the current website for optimized performance on the current WordPress platform with new plug-in technologies.
- Planned and organized proposals for a new website, mobile app, and other advanced multimedia improvements.
- Worked with developers to create plans for the execution of new technologies within the foundation budget.
- Improved current online steaming methods for live events with the upgrade and implantation of new equipment and software to provide our viewers with HD content while growing our global audience.
- Collection of Google Analytics, as well as other data collection services to provide feedback on the direction our content should be moving.

Digital Media Assistant

Delta Corporation - 2011 – 2013

- Keeping track of all social media by updating fashion blog and facebook postings.
- Managed the front & back end of website, created and updated blog daily with style posts and celebrity fashion news, answered phones, created .
- Making appointment calls for potential buyers for participation in trade shows.
- Maintain all A/V equipment for student use and handled most of the design needs of the library.
- Supervised print shop for university, completing professional quality prints for students, faculty and staff ranging in dimensions from small .
- Designs announcements for city events, creates presentation graphics, conducts park map research and illustrations, and formats signage.

- Reports to Marketing & Outreach Coordinator.

SCHOLASTICS

- Bachelor's in Information Technology Management - 2016(Western Governors University)