

# ROBERT SMITH

## Digital Media Assistant

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A digital marketing and PR professional and have held positions in the healthcare, entertainment, and retail industries. Used Drupal content management system for the upkeep of the front-page.

## EXPERIENCE

### Digital Media Assistant

**Castleton State College Advancement Department - MARCH 2013 - JUNE 2020**

- Created engaging content for social media outlets.
- Monitored and interacted with the social media audience.
- Updated website with new content and design through HTML coding.
- Managed, trained, and assigned duties to work-study students and interns.
- Helped design and create an engaging web-based marketing strategy.
- Study insights and analytics, as well as redesign marketing strategies.
- Hold intake meetings with department clients to create new and updated content.

### Digital Media Assistant

**Delta Corporation - 2009 - 2013**

- Enhanced and manipulated photographs of various exhibits and collections within the gallery using Adobe Photoshop & other aspects of the Suite.
- Organized and digitized archives and inventories of Newcomb Pottery and other specialized works touring, showcased and stored.
- Primary focus was social media management, which entailed curating content specific to each platform, increasing engagement by encouraging cross-.
- Was also responsible for researching and explaining tools/techniques that artists can employ to reach a wider audience, upkeep of the copy on her .
- Created marketing and advertising publications, both print and digital Created and executed social media campaigns Processed e-commerce orders daily .
- Helped maintain and design the Historical Collections website Used Drupal content management system for upkeep of the front-page Tested and provided .
- Updates job knowledge by participating in educational opportunities; reading professional publications.

## EDUCATION

- HS - (Niskayuna High School - Niskayuna, NY)

## SKILLS

Graphic Design, Photography, Video Production, Photoshop.