

ROBERT SMITH

Digital Media Coordinator

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SUMMARY

Digital Media Coordinator with 5 years of experience in with working knowledge of digital media platforms, campaign development & optimization, creative content writing, and visual communication principles as well as online marketing techniques like SEO.

SKILLS

Adobe, Microsoft Office, Wordpress, Graphic Design, MailChimp, Video Editing, Video Production.

WORK EXPERIENCE

Digital Media Coordinator

ABC Corporation - July 2013 – October 2014

- Identified, researched & established prospective relationships with audience and clients via a wide range of digital media channels to help improve companys brand awareness & online presence.
- Maintained knowledge & expertised in all relevant social media & affiliate trends, digital media developments, & emerging technologies as well as provided suggestions for adoption where appropriate.
- Measured & reported performance of all campaigns as suggested, implemented direct marketing strategies/methods to increase performance and profitability.
- Maintained regular social media presence & content postings as ensured website content was accurate and updated on time.
- Planned monthly campaign ideation & content calendar development to support strategic initiatives and social growth or engagement.
- Analyzed social data and metrics, insights & best practices to optimize social campaigns and tactics.
- Managed all Social Media Platforms Creative design (signage in store, print ads and content for digital platforms) Managed Website Assist in production .

Digital Media Coordinator

Delta Corporation - 2010 – 2013

- Hosted Shiner Sessions at the Do512 Lounge, featuring numerous live acts.
- Created and edited advertorials for the Do512 blog and website.
- Devised and posted effective social media posts for Twitter and Facebook, directly reaching over 100,000 users.
- Compiled client information, city data, multimedia lists, as well as local businesses using CRM databases.
- Strategy management and monitoring of Digital Media related to the company Social Media Website and apps Digital Marketing Research of new .

- Used market research to create interactive media strategy that engaged.
- Youth in peer advocacy through social media, blogging and video, text and.

SCHOLASTICS

- Bachelor Of Science In Broadcasting - 2009(Oklahoma State University)