

Robert Smith

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Digital Media Coordinator

SUMMARY

Highly technical and organized media professional with a passion for film/video, photography, and design. Most of my work experience has been a perfect balance of autonomy and working with with incredible technical, creative, and analytical people. Thrive in a collaborative environment with open communication and shared knowledge. Problem solving is one of best interpersonal attributes, as people in the office will call upon to fix anything that is broken including software/network issues, printers, and even the espresso machine.

SKILLS

Digital Asset Management - Filemaker Pro, Media Pro, Proprietary DAM Systems, Microsoft Office, Adobe CC, Final Cut Pro, Confluence.

WORK EXPERIENCE

Digital Media Coordinator

Gracernote, Inc. - May 2014 - 2015

- Managed the creation, collection, and cataloguing of all digital assets.
- Coordinated with tech teams to set specifications, update, and maintain media tools.
- Set standards and maintained integrity for database media content and metadata.
- Created metadata logic for tracking assets and generating media reports.
- Managed photo vendors and freelance graphic designers.
- Maintain quality control for print, online products, and API delivery.
- Assisted the digital planners with execution of Online campaigns for clients such as Weatjet Airlines and Virgin Mobile.

Digital Media Coordinator

ABC Corporation - 2010 - 2014

- During time at Meijer have worked with various departments and several outside agencies to ensure that all of Meijers online advertising goes .
- Our team creates and dictates internal strategies in order to ensure our design teams and external agencies are collaborating effectively and that .
- Account Portfolio American Diabetes Association, ASPCA, Disney, Doctors without Borders, WWF and Toys R Us In depth understanding of current .
- Strong ability to analyze the psychology of what motivates a consumer to buy along with a complex comprehension of supporting mathematical data .
- Social media management for multiple clients Content creation, planning, & curation Leverage brand ambassadors for unique social and digital content .
- Began as the PR intern before advancing to part--time position Developed, coordinated and implemented content for the Fort Worth Zoo website, mobile.
- Troubleshoot technical software/hardware issues.

EDUCATION

BA in Film/Video - (Columbia College - Chicago, IL)