

ROBERT SMITH

Digital Media Producer

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A trustworthy, tech-savvy, 10-year content production professional and digital publishing pioneer with a positive perspective, a predilection for people, a proclivity for persistence, and a penchant for progressively leading purposeful innovation. Has a career marked by the development of live webcasts, dynamic delivery tools and customer experiences, the creation of powerful and profitable life-changing content, and long-term synergistic relationships.

2010 - 2020

DIGITAL MEDIA PRODUCER - ABC CORPORATION

- Accountable for tracked and managed each photo shoot budget and over all digital photo program.
- Negotiated budgets and schedules to ensure projects are finished to plan.
- Always produced with YETI brand voice in mind– take the time to learn the brand voice - authenticity always intact.
- Interpreted project needs by helping to determine media objectives, content, and visualization style.
- Oversaw all aspects of pre-production, including scriptwriting, budgeting, and scheduling.
- Performed audio production and editing as needed.
- Provided technical support for virtual events, teleconferences, webinars, and other streaming platforms.

2007 - 2010

DIGITAL MEDIA PRODUCER - DELTA CORPORATION

- Project managed and produced OnTV Previews and OnTV Promos for all Discovery Networks from Discovery Channel to Discovery Kids Project managed and .
- Visual Media Producer Produced a wide range of visual media some included video editing, and web design.
- The job also consisted of a wide range of tech support and application training.
- During that time I maintained several Wordpress sites, as well; but left company due to lack of work.
- Shoot, edit and produce practice, games, press conferences, interviews, hype videos, special events, community events and partnered content Create .
- Created, launched, maintain 5+ company websites with up to date technology in a clean, user-friendly interface.
- Created & implemented online marketing media; email campaigns, Flash banners and ads to drive sales and create branding Worked closely with .

EDUCATION

GED

SKILLS

Video Production, Digital Asset Management, Metadata Management, Writing, Leading Teams.