

ROBERT SMITH

Digital Media Strategist

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An experienced sales and marketing professional with a proven track record of successful results. An extensive background selling, managing, and advising within diverse industries as well as highly proficient in digital marketing, use of digital analytics, and public speaking. Team goal-oriented with a dedication to the personal and professional growth of each member while positively addressing the needs of the organization.

EXPERIENCE

Digital Media Strategist

ABC Corporation - JUNE 2007 - 2008

- Developed and executed a digital strategy incorporating digital editorial and marketing plans.
- Built strong digital networks of customers, business clients and media partners.
- Developed and delivered strategic and tactical digital initiatives that communicate corporate achievements and individual programs.
- Integrated digital strategies with other offline marketing and communications activities ensuring digital presence enhancing clients brand, vision and goals.
- Driven traffic to the websites using Search Engine Optimization (SEO), PPC advertising, Social Media Optimization (SMO), affiliate marketing, press releases, newsletters, e-blasts, online contests, traditional media and events.
- Monitored performance of digital marketing and social media programs.
- Analyzed, reviewed, and reported on the effectiveness of campaigns in an effort to maximize results.

Digital Media Strategist

Delta Corporation - 2004 - 2007

- Rich Peoples Digital LLC was a digital marketing and SEO agency for small / medium business and mid market companies with clients in North America .
- The company primarily focused on cms-based web development (i.e. wordpress), best white hat SEO practices (off-site and on-site), social media marketing, and email marketing as a way to increase web traffic, lead .
- Created a 3month campaign to optimize social media pages and boost volunteerism.
- Increased Facebook engagement by 30% within a 3month campaign Handle client requests and make appropriate updates to the campaign Wrote press .

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EDUCATION

- B.S. In Strategic Communications - 2009(Oklahoma State University)

SKILLS

Adobe Fireworks, Premiere Pro CS6, After Effects, Lightroom 5, Market Samurai SEO Software, Windows Excel & Word, Joomla CMS, SEO, PPC, Google Analytics & Webmaster Tools, Some CSS.