

Robert Smith

Digital Media Strategist

PERSONAL STATEMENT

A highly creative and detail-oriented Digital Advertising/Marketing Professional experienced in working with multiple types of mediums and offering extensive credentials in digital media, planning, marketing, advertising strategies, internal operations and taking on various management roles. Consistently improves efficiencies, promotes corporate visibility, and improves customer service through effective advertising / marketing campaigns and internal strategies.

WORK EXPERIENCE

Digital Media Strategist ABC Corporation - 2012 - 2013

Responsibilities:

- Performed routine CNA for new business clients.
- Created digital campaigns, proposals, and strategies.
- Managed and serviced digital advertising campaigns beyond the sale.
- Performed SEO/SEM Keywords research and integration on advertising campaigns.
- Managed reporting and metrics for campaign deliveries.
- Acted as Salesforce.com Administrator.
- Collaborated with cross-functional teams to develop marketing and communications plans that leverage the social media space.

Digital Media Strategist Delta Corporation - 2004 - 2007

Responsibilities:

- My role required me to continually immerse myself in the digital world, so that I can provide my clients with up to date and industry related .
- Assisted in optimizing advertising budgets to fit individual and unique needs.
- Provide statistics, analyze reports, and communicate to my client in a way they will understand.
- Provide social media strategies and educate on the latest trends on a local and national level.
- Creating design mock-ups & written project summaries for website enhancements Working with developers to test website enhancement projects & .
- Clients Aveda, Disney Movie Club, nTelos, Duke Health Calculated daily spends for a \$59,000 Facebook campaign that was shown in 10 countries with an .
- Managed and executed digital media campaigns for various brands including Monster.com and Luxottica to reach campaign goals and objectives Drafted .

CONTACT DETAILS

1737 Marshville Road,
Alabama
(123)-456-7899
info@qwikresume.com
www.qwikresume.com

SKILLS

Digital Media, Marketing, Sales, Advertising, Operations Management, Account Management, Digital Marketing, Digital Strategy, SEO, Excel, Outlook, Omniture.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference - 1 (Company Name)
Reference - 2 (Company Name)

Education

B.A. In Communications