

ROBERT SMITH

Digital Media Strategist

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Responsible for Managing day-to-day expectations and communications with clients as necessary. Establish a true partnership with clients by gaining and maintaining a deep understanding of their business needs and issues faced.

2007 - 2008

DIGITAL MEDIA STRATEGIST - ABC CORPORATION

- Selected as 1 of 15 top digital strategists to represent markets across the US.
- Educate business owners regarding the need for digital programs, provide seamless integration of their brand in a digital environment and help support ROI attribution methods.
- Responsible for defining and attaining multiple site goals - traffic, ROAS, conversion rate, new visitors - for our paid media marketing tactics.
- Build integrated marketing mix with various channels (SEO, Affiliate & Email) and across devices to deliver top results for clients.
- Worked with Graphics department to establish design guidelines.
- Worked directly with clients during initial development and through final completion of digital projects (websites, email blasts).
- Oversaw domestic digital media agency , and potentially agencies in other international markets , for campaign strategy, execution and measurement.

2004 - 2007

DIGITAL MEDIA STRATEGIST - DELTA CORPORATION

- 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.
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EDUCATION

Bachelors In Marketing

SKILLS

Facebook, Twitter, Instagram, You Tube, Periscope, Canva.