ROBERT SMITH

Digital Strategist/Analyst

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

Well calculated risk and big ideas. Special interest and pushing the boundaries and capabilities of digital media and analytics in PR and Branding.

CORE COMPETENCIES

Microsoft Office, Google Analytics, Content Creation, Analytics.

PROFESSIONAL EXPERIENCE

Digital Strategist/Analyst

ABC Corporation - March 2014 – July 2015

Key Deliverables:

- Secured two new client accounts from creation of in-depth presentations on digital strategy solutions and recommendations.
- Created and managed comprehensive multichannel digital media strategies and editorial calendars.
- Built, monitored, and measured paid and organic targeted campaigns while maintaining campaign budget.
- Collaborated with clientele to create branding guides for social use.
- Fostered and managed influencer relationships.
- Implemented new marketing initiatives to increase visibility through creative event and social media campaigns.
- Provided strategic, engaging, and search-optimized content across all digital and print channels.

Digital Strategist

ABC Corporation - 2012 – 2014

Key Deliverables:

- Managed IT projects and ad-placement across multiple collaborating remote studios for awesome client deliverables in full-service agency.
- Created and curated various social media personas, brand personalities, and ongoing strategies.
- Oversaw communication efforts for national and international client audiences across digital, television, and live radio spots.
- Convinced LG to combine our Incentive-Based Web Gaming Services with our, at that time, experimental Facebook services, to give life to a robust online portal, ClubLG, that exceeded every preceding year in user interaction by over 60%.
- My era of metrics research.
- Skills Used Social media, social media marketing, negotiation, php programming, wordpress programming, blogging, order fulfillment, client-side sales, resource allocation, design, Adobe Fireworks, Powerpoint, Keynote, Pages, Word.

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- This is Dummy Description data, Replace with job description relevant to your current role.

EDUCATION

Public Relations and Sociology - (University of North Texas - Denton, TX)

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