

# ROBERT SMITH

## Assistant Managing Editor

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Talented, results-producing business and marketing professional. Expertise in directing the creation of marketing tools and responding to the feedback of customers and readers. Demonstrated success driving growth in key markets through market research, analysis and responding to customer needs. Solid leadership skills; able to build and guide top-performing teams. Strong strategic thinker and team builder. Areas of.

**2006 - JULY 2009**

### **ASSISTANT MANAGING EDITOR - ABC CORPORATION**

- Responsible for the day-to-day management of 7-day daily publications 12-member newsroom and sports department.
- Conduct ongoing market research with readers and design content driven to gain and retain readership.
- Development of marketing campaigns and accompanying materials.
- Responsible for budget and monthly accounts payable management.
- Responsible for budget, planning, organization, editing and day-to-day operations of newsroom and sports departments.
- Responsible for customer research to determine quality of product and necessary changes to boost customer retention.
- Improved retention annually past three years of employment.

**2001 - 2006**

### **MANAGING EDITOR - ABC CORPORATION**

- Developed the vision, content strategy, planning and execution of online/digital content across multiple channels including community, magazine, social media, and web by partnering with email marketing, social marketing, and creative teams.
- Managed a nationwide team of content creators made up of employees, contractors (freelance), and volunteers that developed content to drive traffic to the Spartan website, blog, and magazine properties.
- Effectively leveraged data/analytics from Google Analytics and magazine platform analytics (Z Mags and Magzter) to continuously evolve the content strategy for Spartan by monitoring and analyzing industry trends and impact of media.
- Produced, filmed, directed and edited daily videos for online web-series, "The Spartan", a fitness video series broadcast to over 5 million users, primarily used for new customer acquisition.
- Managed relationships and secured new partnerships with external companies that elevated the brand identity.

- Spartan Magazine generated a viewership of over 550k unique visitors and managed 6-10 direct reports.
- Skills Used Content Strategy Google Analytics.

## **EDUCATION**

- 2009(DES MOINES AREA COMMUNITY COLLEGE - Ankeny, IA)

## **SKILLS**

Excellent Communication Skills, Proficient In Microsoft Products, Very Organized And Detail-oriented, Works Very Well In A Support Role.