ROBERT SMITH
Web Content Developer

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Responsible for Supporting the creation of effective social communications for clients in multiple formats including social content, social marketing messages, real-time/spontaneous social engagement, blogs, and other digital formats related to social efforts.

EXPERIENCE

Web Content Developer
ABC Corporation - JANUARY 2008 – FEBRUARY 2008

- Wrote, edited, and managed the content of sub-sites.
- Managed scoping sessions with stakeholders to identify and develop new websites and applications.
- Conducted usability testing of websites and applications.
- Trained various groups and clients on use of CMS and blogging platforms.
- Served as a liaison between IT department and clients to develop, test, and maintain online applications.
- Developed and delivered email newsletters.
- Reviewed web pages for readability and consistency while maintaining quality assurance standards.

Web Content Developer
Delta Corporation - 2005 – 2008

- Flawless execution of product launches, promotions and production design Managed multiple projects including high-profile product campaigns CMS .
- Conducted a department wide website audit, individually meeting with respective deans and directors to assess communication needs Lowered bounce rate.
- Photoshop Executed product merchandising activities and site maintenance Illustrator supporting TV/HAV and PlayStation categories via CMS for store.
- InVision Flawless delivery of product launches, promotions, web banners and Axure front-end web development for category and landing pages.
- Balsamiq Key contributor in the launch of Sonys GSI Commerce / eBay Enterprise Proto.io Platform migration; increasing conversion rate and enhancing .
- Dreamweaver WordPress.
- Format and implement design of companys website Oversee daily traffic and develop plans to increase Search Engine results Create and edit company .

EDUCATION

- B.A. In Communication

SKILLS

MS Office, Designing Skills, Multitasking.