

# Sample Digital Media Strategist

## Summary of Qualifications

As a Digital Media Strategist, I develop innovative products that drive my clients' successful campaigns. Through my leadership roles within the industry, I collaborate with internal teams to develop, beta test, and roll out campaigns. I develop consensus with clients on strategic direction, providing them with analytic reporting that demonstrates the value-added for their social and digital presence. Serving as a Subject Matter Expert, I enable new business development by participating in prospective client pitches.

## Selected Accomplishments

- Developed new \$8M+ revenue stream through launch of distribution platforms designed for consumer and media engagement
- Created campaign on Facebook, Twitter and Taboola for a non-profit with KPIs that included web traffic to a registration page and high conversion rates that increased unique visitors by 63%
- Increased online reservations by 30% for major restaurant chain utilizing blog posts as landing pages, content recommendation and geo-targeting on Taboola and Outbrain
- Increased revenue by 20% for hard goods manufacturer through 3-target strategy: driving traffic to "tips" landing page, content recommendation and a Facebook campaign
- Spiked traffic by 40% for trade association by directing traffic to specific landing pages through a Facebook campaign

## Professional Experience

### Synaptic Digital

2015 – present

#### Vice President of Digital Media

- Introduce digital platforms and paid media solutions to enhance traditional PR campaigns and achieve client KPIs
- Responsible for developing new products and overseeing team execution of campaigns
- Leverage partnerships with Taboola, Outbrain, YouTube, Facebook and Twitter
- Developed online measurement reporting tools to update clients on campaign analytics
- Educate clients through presentations on the value-added of social and digital paid solutions

### MultiVu, PR Newswire

2004 – 2014

#### Vice President of Web Engagement, Media Relations & Product

- Developed distribution platforms that garnered greater visibility for Johnson Controls, Six Flags, The Ad Council, March of Dimes and The Asthma and Allergy Foundation of America
- Broadened product offerings by leveraging paid media opportunities that enhanced earned media
- Identified distribution channels and strategic partnerships for video syndication
- Developed innovative product that enabled clients to add multimedia content through branded HTML pages