

John W. Doe

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Content Production | Web | Video | Print | Multimedia

PROFILE

- History of generating new revenue through content marketing.
- Experience in print, web, video, and multimedia production.
- Adept at thriving in fast-paced environments and adhering to tight deadlines.

EDUCATION

University of Baltimore, Baltimore, MD
Bachelors of Art, Digital Communications

05/2016

SKILLS

Web: Animoto | Tubemogul | Photobucket | Squidoo | Flickr

Programs: Adobe Creative Suite | Final Draft | Maya | Cinema 4D | Bodypaint | 3DS Max | Softimage XS

Motion Builders: Sony Vegas | Pro Endorphin | Final Cut Studio

WORK EXPERIENCE

New Blue Interactive, Washington, DC

Digital Advertising Content Manager

- Lead team of 20+ video editors, bloggers, reporters, and videographers for newly launched website in order to sell articles and video footage to TV shows, sports networks, and print media.
- Serve as technical liaison to content partners such as ABC, NBC, Yahoo, and MSN.
- Revamp workflows and processes to ensure meeting production deadlines and increasing sales gain by 13%.

Happy Health and Fitness Clinics, Baltimore, MD

Marketing Associate

- Wrote and edited website and social media content to improve relationships with external benefactors.
- Aligned content with marketing and communications plans and policies and governmental regulations.
- Used evidence-based marketing practices to maximize web presence in selected markets.
- Increased repeat business by 58%.

Creative Images, Linthicum, MD

Children's Photographer

- Photographed children using a play-based approach to capture unique expressions.
- Provided excellent customer service to children, parents, and high-level officials in education and government.

PROJECTS

University of Baltimore, Baltimore, MD (Senior Seminar)

Spring 2016

- Designed and implemented a web based promotional plan for Acme Widgets, a toy company for children of all ages.
- Wrote content, created, and produced an animated story line to present the company in its best light.