

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

05/2018

- *Bachelor of Arts, Digital Communication*

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*

05/2022-Present

- 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, increasing sales gain by 13%

Happy Health and Fitness Clinics | Baltimore, MD - *Marketing Associate*

05/2017-06/2021

- 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
- Applied evidence-based marketing practices to maximize web presence in selected markets
- Increased repeat business by 58%

Creative Images | Linthicum, MD - *Children's Photographer*

07/2015-08/2018

- 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 2018

- 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

Permission granted to use resume for sample from UB student – name and contact information changed to protect privacy.