
Digital Producer Resume

Job Objective

Experienced Digital Producer seeking position in which to use my skills, training and experience to secure a full-time position with well-established organization.

Highlights of Qualifications:

- Strong experience in developing interactive projects
 - Huge knowledge of integrated digital marketing such as SEO and SEM
 - Wide knowledge of current digital technology
 - Profound knowledge of the online marketing technology and associated concepts
 - Strong understanding of digital, commerce and internet concepts
 - Ability to multitask and complete the work on a deadline
 - Familiarity with online technologies (HTML, Java, Flash, JQuery)
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Professional Experience:

Digital Producer, April 2008 – Till Date
Momentum Worldwide, Vancouver, WA

- Maintained a documentation of the plan, analyzed the performance and administered any changes required.
- Managed the project in accordance to the budget allocated by keeping a track on the budget and conducting weekly reviews.
- Resolved any resource issues and problem in the process in coordination with the digital production manager.
- Ensured that the project is of highest standard and reviewed the entire process and managed the changes required.
- Provided technical support to the account servicing and creative team.

Digital Producer, January 2004 – March 2008
Zimmerman Advertising, Inc., Vancouver, WA

- Reviewed the project and initiated the addition of various forms of interactive media to it before it is sent to the client.
 - Helped the account servicing team to keep a track of the web metrics and created reports on the same.
 - Monitored the work and employed external vendors to complete the work on time and efficiently.
 - Coordinated with the vendors on the price and made negotiations whenever possible.
 - Maintained the quality by carrying regular quality assurance checks.
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Education:

Bachelor's Degree in Advertising and Marketing, Southern Virginia University, Buena Vista, VA

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