

Richard Smith, Jr.

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OBJECTIVE

Results-driven **Web Content Coordinator** with experience in writing, designing and managing the content of websites, interactive media, and online publications. Skill sets encompassing **bilingual content translation/transference, content management, Web 2.0 migration, 508 compliancy, social media strategy and presence, media integration and project/workflow management**, with the ability to provide creative, innovative, enthusiastic and forward-thinking consultation in a team environment.

EDUCATION AND TRAINING

Bachelor of Arts, University of Maryland, College Park, Maryland
Major: Spanish with Concentration in Business
December 2010

PROFESSIONAL EXPERIENCE

April 2004 to Present

University of Maryland, Department of Campus Recreation Services, College Park, Maryland
Marketing Assistant & Staff Photographer (Marketing and Creative Services)

- Assisted with the content management of a national award-winning web site: www.crs.umd.edu; Coordinated video production and photography of programs and divisional annual activities for online streaming; Helped maintain multiple web sites and interactive media for various programs and events, and ensured that all sites were updated and accurate in a timely fashion.
- Participated in the execution of promotions and outreach for over 125 events and activities, annually; Assisted with design/layout, production, and distribution of traditional and online media (logos, handbooks, brochures, flyers, posters, banners, bulletin boards, advertisements, and websites).
- Produced original photography for the department's award winning 48-page magazine-styled recreation publication (MRPA Agency Award for Best Facility Publication Design).

April 2007 to November 2007

U.S. Department of Transportation, Federal Railroad Administration, Washington, DC
Information Technology Summer Intern

- Managed accident/incident assignment logs maintaining accuracy and efficient processing; Created an end-user database that automated the management assignment logs and improved business processes.
- Assisted with the design, development and content management of internal web portal.

May 2002 to June 2006

University of Maryland, Department of Campus Recreation Services, College Park, Maryland
Computer & Information Systems Technician

- Performed LAN administration, computer installations and custom configurations.
- Consulted department on new technologies, troubleshooting problems and suggesting more efficient approaches to technology implementation; Tutored professional staff on computer and Internet usage, including software applications.

COMPUTER LITERACY

Fluent on Mac and PC platforms

Marketing Management: Microsoft Office (Word, Excel, PowerPoint, Access), Keynote, Adobe Acrobat

Design: Proficient with Adobe Creative Suite (CS4/5) Photoshop, Illustrator, InDesign, Experience with Flash, Dreamweaver, Quark Xpress

Scripting / Content Management Systems: Experience with HTML, CSS, DotNetNuke