

# Robert Weber

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## EDUCATION

### BACHELOR OF SCIENCE | JUNE 2016 | CUNY COLLEGE OF STATEN ISLAND (CSI)

**MAGNA CUM LAUDE, 3.8 GPA**

Major: Communication

Minor: Graphic Design & Digital Media

### BACHELOR OF SCIENCE | JANUARY 2013 | ST. JOHN'S UNIVERSITY

**SIGMA IOTA EPSILON, EPSILON SIGMA CHAPTER**

Major: Business Management

## KEY SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Bridge and Lightroom.

Analytic tools and Social Media Management Systems: Sprout, Hoot Suite, Sprinklr, Social Flow, True Anthem, YouTube Creator Studio and VidIQ.

Listening Tools: CrowdTangle, Cision and Meltwater.

Non-linear editing: Final Cut Pro X.

Content Management System: WordPress.

Office Suites: Microsoft Word, Excel, and PowerPoint, and Google Docs, Sheets and Slides.

## CERTIFICATIONS

- Google, YouTube Channel Growth                      Completion ID: 17868463
- Google, YouTube Content Ownership                  Completion ID: 18154961
- Google, YouTube Asset Monetization                Completion ID: 18609471

## EXPERIENCE

### SOCIAL MEDIA MARKETING COMMUNICATIONS SPECIALIST

Kean University | August 2019-June 2020

- Shaped the overall communication strategy through open source collection and analysis of large data-sets. This allowed leadership to understand audience behavior and enhance social media campaigns accordingly and enhance social media campaigns.
- Managed and maintained day-to-day activities for all social media channels/pages, including Facebook, Twitter, Instagram, LinkedIn and YouTube.
- Increased the growth rate of Kean's social media platforms by monitoring, listening and engaging users in a "social" way.
- Developed and managed promotions and social ad campaigns, tuning for efficiency with A-B testing.
- Compiled weekly, monthly and quarterly reports of KPIs for management, demonstrating impact of social media results (ROI).

- Monitored and implemented best practices among campuses, competitors, and industry trends with listening and publishing tools such as Cision, Meltwater and Sprout.
- I lead internal training for campus social media administrators.
- I assisted the Director of Video on productions and provided strategies to optimize content for YouTube and other social media platforms.

### **SOCIAL MEDIA PRODUCER, YOUTUBE CERTIFIED SPECIALIST**

CBS Interactive, CNET'S Roadshow | June 2016–August 2019

- Through proficiencies in Adobe Photoshop and InDesign, and Final Cut Pro X, I produced engaging video and photo assets for a variety of open source platforms, including Facebook, Instagram, Twitter, LinkedIn and YouTube.
- I aggregated and analyzed data to identify key performance indicators (KPIs) to develop and prepare daily, weekly and monthly performance reports. I used this data to develop insights on a macro and micro level to identify areas of improvement across all social media channels.
- I determined key areas of growth and improvement, while developing Search Engine Optimization strategies to increase discovery.
- I produced modified cuts of videos for YouTube, utilizing available platform tools to maximize growth.
- Maintained the social media calendar, strategically deploying content to increase Reach and Impressions.
- Advised CNET and CARFECTION of the CNET Media Group on YouTube strategies and best practices.
- Monitored social media channels, engaged the community, and scheduled posts with management and listening tools such as Sprinklr, CrowdTangle, SocialFlow, Later and Sprout.
- My work increased statistics for YouTube 2017–2018 YoY by the following margins: Increased Views by +28.38%, Watch Time by +13.86%, Revenue by +63.53%, Shares by +69.77% and Subscribers by +48.20%.

### **QUALITY ASSURANCE & GRAPHIC DESIGN INTERN**

Eden II Programs | November 2015–May 2016

- Organized, restructured and redesigned Investigator Training modules.
- Effectively used color theory, grids and white space to make dense content easily digestible.
- Strong emphasis on kerning, leading and other typography principles in the creation of data visualization displays.
- Filmed and edited audio, video and graphic assets to produce informative and instructional videos.

### **VIDEOGRAPHER INTERN**

Wheeling Forward | June 2015–September 2015

- Produced promotional videos and interviews.

### **FREELANCE**

RW CUSTOMS, Cars & Tech by JDM City | June 2009–Present

- Real estate, Wedding, and Automotive videography and photography.
- Produce videos and manage YouTube channel dedicated to cars and technology. November 2012-Present.