

RHONDA S. DAVIS
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Digital Content Specialist

Leading Creative & Technical Teams to Produce Valuable and Targeted Digital Content

- Manage with hands-on leadership and down-to-earth communication skills.
- Recognized by peers for strategic, innovative solutions to daily problems.
- Demonstrates professional tenacity and commitment to meeting tight deadlines.

SKILLS

Project Management: MS Project, Trello, Basecamp, Microsoft Office, Google Apps, Evernote

Content Marketing: Editorial, Graphics, Video, SEO/SEM, CMS, Google Adwords/Analytics

Email Marketing: Mail Chimp, Constant Contact, Mad Mimi, Exact Target

Design: Photoshop, Illustrator, Dreamweaver, InDesign

Front-end Development: Wordpress, HTML5/CSS3

Social Media Platforms: Facebook, Twitter, YouTube, Vimeo, Pinterest, Instagram,

EXPERIENCE

Digital Marketing Manager, Rhondada Digital Marketing, Chicago, IL 2009 – present
Boutique agency leveraging the power and reach of digital and social media platforms to deliver targeted and value-added content, raising awareness and driving qualified traffic to the brand.

Clients include:

- **LOUD Interactive** Consulting firm: SEO, social media and online reputation management, Chicago, IL
- **GLP Brand** Lifestyle and Fitness apparel e-commerce website, Chicago, IL
- **Second Time Around** Woman's Consignment Resale Boutique, Torrance, CA
- **Addison Center for the Arts** Nonprofit devoted to integration of performing and visual arts, Addison, IL
- **AI Roker Entertainment** (formerly Roker Creative Media) Original and digital content producer, NY, NY
- **RBZ, LLP** Top LA Accounting firm serving the entertainment and finance industry, Los Angeles, CA
- **Direct Partners** (Omnicom) Helping brands acquire and expand customer relationships, MDR, CA

Web Producer, DIRECTV, El Segundo, CA 2007 – 2008
One of the world's leading providers of high definition digital television entertainment.

- Cultivated static 2.8 million monthly subscriber-based online newsletter to integrate dynamic, targeted & segmented content per account type, increasing conversions approximately 20%.
- Increased online upgrades by implementing and updating monthly content and quarterly short format co-branded video players with HBO and Showtime.
- Increased new customer acquisitions and upgrades by integrating cross-channel promotions.
- Tracked deliverables, established priorities to ensure all objectives were met, and completed according to specifications, style guide, and schedule.

Senior Web Specialist, City of Hope, Los Angeles, CA 2003 – 2007
Top National Medical Center specializing in treatment and cure of cancer and life-threatening diseases.

- Created, delivered and analyzed e-mail campaigns for nine national Walk for Hope events, resulting in approximately 30% increase in online registrations.
- Collaborated with vendor (Exact Target) to customize email template and dashboard reports.
- Spearheaded online eBay auction campaigns; created, posted, and tracked bids and sales.

ADDITIONAL EXPERIENCE

International Web Producer barbie.com, Mattel, El Segundo, CA
World's largest toy company.

- Exceeded 2001 marketing goal with 5 million hits by spearheading the international initiative of nine localized site launches within one year, promoting awareness and consistent branding.
- Coordinated media plans with local and international marketing managers to promote and integrate marketing initiatives to ensure online campaigns paralleled offline marketing.
- Exponentially expanded awareness of the Barbie brand by launching online URL branding on all Barbie packaging, extending the brand offline.
- Ensured timely, current, and cost-effective delivery of multiple projects through meticulous scheduling, vendor negotiations, and management of remote creative/tech team of five.

Syndicated Content Web Producer, Feed the Monster Media, Burbank, CA
Digital Marketing agency dedicated to the website development of Top-10 US Radio Stations.

- Oversaw skin and re-skin process of affiliate content from launch through ongoing updates.

Director of Design, Danni's Hard Drive, Culver City, CA
Entertainment website featuring original adult content.

- Led team of 5 web designers and graphic artists for fast-paced, 25k-subscriber site.
- Launched video library, edited, encoding short-form weekly content using Premiere.
- Designed, developed and published weekly E-Zines and video library content.

EDUCATION AND CERTIFICATIONS

Integrated Marketing Communications Certificate Program
Kellstadt Marketing Center, DePaul University, Chicago, IL

Certificate of Completion, Digital Marketing
University of California Los Angeles Extension, Los Angeles, CA

Certificate of Completion, Project Management
California State University, Dominguez Hills, CA

Designated Subjects Teaching Credential, Computer Applications and Digital Publishing
California State University, Long Beach, CA

Certificates of Completion, Information Technology and Internet Development
University of Southern California, Integrated Media Systems Center, Los Angeles, CA

B.A., Broadcast Communications, Television Production
Columbia College, Chicago, IL

VOLUNTEER ACTIVITIES

Business Volunteer for the Arts (BVA), Marketing Communications Specialist 2016
Arts & Business Council of Chicago, Chicago, IL

Brand Ambassador, Street Pub Chicago 2015
Alliance for the Great Lakes, Chicago, IL

Graphic Designer, Lemons of Love 5K Run/Walk 2015
Lemons of Love, Mt. Prospect, IL