

Robert C. Pettit

A digital marketing strategist with experience in government organizations, advertising agencies, non-profits, start-ups and corporations both in-country and abroad in a bilingual setting.

Looking to build on skills developed in a professional setting including effective digital communication and online engagement with the goal of pursuing leadership opportunities.

Education

The University of Mississippi

Oxford, MS

May 2010

Double Bachelor of Arts Program

- BA in Chinese Language
- BA in International Studies, with an emphasis in East Asian Studies and Global Business
- GPA: 3.45/ 4.0

Study Abroad

- Qingdao University
- Nanjing University

Senior Thesis Project

“Regional Inequality and its Effects on Consumer’s Attitudes Toward Durable Goods in Contemporary China”

A quantitative analysis examining the distribution of goods and its impact on consumers’ demands.

Contact



www.robertcpettit.com



me@robertcpettit.com



[@robertcpettit](https://twitter.com/robertcpettit)



[/robertcpettit](https://www.linkedin.com/in/robertcpettit)



601-672-2308

Experience

Mississippi Department of Transportation

Jackson, MS

Digital Media Manager

November 2013 - Present

- Manage the digital media strategy and online presence of the organization’s brand and messaging through multiple social media platforms, websites and digital ad buys
- Serve as an editorial leader of a six member team responsible for content creation and development for online, mobile and social properties reaching an average audience of over 1 million users monthly
- Develop reports for C-Level leadership that measure key performance indicators of earned, owned and paid media campaigns to show the effectiveness of organization’s efforts to promote key messaging across media channels
- Consult across department divisions on digital-related products including mobile apps, external websites, and traffic reporting website

Gannett

Jackson, MS

Digital Media Consultant

June 2013 - October 2013

- Consulted with retail account executives to optimize digital media mix and online performance for high-value advertisers with the goal to increase total market share of organization
- Part of a team responsible for over \$100k/quarter in digital sales including display, social media management, pay-per click, website development, search engine optimization, and email marketing
- Coordinated the execution of digital advertising solutions for local clients with a national implementation team

Mad Genius

Jackson, MS

Digital Content Strategist

December 2011 - May 2013

- Managed up to \$15k/month in digital advertising buys including search, display, and social for agency clients
- Executed project management in content development and design of WordPress websites
- Performed daily media monitoring of 15+ clients’ social media presence
- Clients included: The Red Cross; Salvation Army of Mississippi, Alabama, Louisiana; Primos Hunting; Louisiana Hot Sauce

RCP Consulting + Design Services

Jackson, MS

Freelance Contractor

January 2011 - November 2011

- Worked with clients to execute design goals, implement email and social media marketing campaigns and provide online software training
- Developed a digital, monthly membership promotional piece for Madison the City Chamber of Commerce that was published on multiple platforms including website, email, social media and a mobile app
- Designed marketing materials for area real estate developers for commercial, industrial and residential properties valued in the millions

enoVate

Shanghai, China

Market Research Analyst

November 2010 - January 2011

- Performed bilingual content management for social media platforms for the company including Sina Weibo, Twitter, Douban and company blog
- Responsible for quantitative analysis portion of a project including market size and market share estimations for a Beijing-based client looking to tap into the expatriate market of Shanghai

USA National Pavilion, Expo 2010 Shanghai

Shanghai, China

Student Ambassador

July 2010 - October 2010

- Welcomed the 35,000+ daily visitors to the USA Pavilion in both Chinese and English
- Executed design tasks including image branding with promotional print and web graphics
- Handled bilingual media tours of the USA Pavilion for Chinese and international news source
- Wrote bilingual blog posts and interacted with Chinese social media sites (RenRen)