

Robert Fancher
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Skills

Community Management

New member requests, delete double posts, moderate discussions for appropriateness

Operations

Office time keeping, produce spreadsheets for progress reports (weekly, monthly), production schedule monitoring, standards of operations for clients, monitor team roles, collate daily to-do lists.

Responsive web design

HTML 5 / CSS3 web design to present visual content on multiple device formats (mobile, tablet, desktop) using Dreamweaver, WordPress, and Visual Studio Code.

WordPress- Creation and management of client websites, copywriting for web content, public relations to establish brand online Initiate updates, populate content, manage web page keywords, write meta descriptions, establish tags, produce images (compression, sizing, framing, thumbnails), domain management with GoDaddy and other hosts.

FTP file management, install themes, configure templates, content backup to safekeep client data.

Video

Production- Editing scenes together on a timeline, cameras and lighting, document events with videography, directing my own personal films, digital publishing for distribution via streaming, teleprompter operator & live script editing for client customer service.

Audio

Production- set up mics for live recordings, project editing with digital audio workstation, music composition with loop-based software, movie soundtracks, work out licensing on copyright sounds, publishing content on the web using ideal compression for streaming and downloading.

Radio- produce, record & scheduling weekly show – mixing music tracks, conducting live interviews, station material production (bumps, promos, IDs), outreach with local business for commercial spots and advertising.

Search engine optimization / Search engine marketing

Web- Monitor analytics to maintain marketing campaign, produce reports to establish client account management (development, consulting, ad updates), strategic planning for efficiency, keyword research to maintain successful campaign (traffic, conversions, rankings, reports), monitor web traffic (organic & paid for), trend watching to keep with latest search techniques, manage billing for clients, copywriting for search and social ad campaigns, landing page creation to maximize conversions and cost-per-click.

Insights- Social campaigns to maximize views, reach, likes, actions, posts, shares, and pageviews.

Platforms: AdWords, YouTube, Facebook, Twitter, Instagram, Snapchat, Pinterest, LinkedIn.

OBJECTIVE Experienced professional working with digital content: web design, analytics, and keyword advertising campaigns. Agency qualified. Team-player.

SKILLS ●Web Design ●Media Tag ●Analytics ●Google AdWords ●Video Editing
●Audio ●Community Engagement ●Social Strategy ●WordPress

EXPERIENCE WEB DESIGN, EXULT HEALTHCARE, DALLAS [AUG 2018 – NOV 2021]

Managed WordPress installations, revising current web sites. Ran SEO for google ranking. Helped the company with meta data for each project so it can be sorted correctly.

CPU BUILDER, COMPUTERS FOR THE BLIND [JUNE 2017 – JAN 2019]

Worked with refurb & donated computer parts to build new desktop and notebook pc computers that were provided to blind and low-vision users.

WEB CONSULTANT, PEOPLEFUND, DALLAS [MAY 2017 – MARCH 2018]

Guided web designers who require assistance using WordPress web products. They had questions about appearance, plugins and pagebuilders. I worked as a mentor.

MENTOR, BEST BUY TEEN TECH CENTER, DALLAS PARKS [DEC. 2016 – MARCH 2018]

Mentored for youth (age 12-17) teaching creative technology topics. Assisted students who work to produce projects in video, audio and web site design.

WEB PROFESSIONAL, COMMERCIAL IDEAS, DALLAS [FEBRUARY 2016 – OCTOBER 2016]

Produced Analytics Reports, managed online ad campaigns, completed web sites using WordPress software

ASSISTANT INSTRUCTOR, COMPUTER LITERACY, GOODWILL [NOV. 2015 – MARCH 2016]

Tutored adults learning MS Office & LinkedIn in a classroom setting. This course was a Richland College-accredited class.

EDUCATION M.A., CRITICAL MEDIA STUDIES, UNIVERSITY OF TEXAS, AUSTIN, 2012

New Media, Social Media, Digital Writing & Research Lab

B.S., RADIO-TV-FILM, UNIVERSITY OF TEXAS, AUSTIN, 2006

Movie production, Internet/New Media, Digital Graphics, KVRX
91.7fm Austin