

JEFF HOCHBERG

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CAREER OBJECTIVE

- To perform excellently as an employee who contributes to the Mission, Vision, and Values of the company; to interact on a professional level with other employees; to offer my wide array of transferrable skills gained through experience and relevant & continued job training in order to be a valued asset to your organization.

WORK EXPERIENCE

AsystYou - Sarasota, FL

Delivery, October 2016–March 2018

- Delivery of food from local restaurants
- Social media marketing
- Responsible for training Assistants

Cock n Bull Pub - Sarasota, FL

Social Media Marketing, June 2015–August 2016

- Responsible for creating and posting to social media pages
- Assist with special events and promotions

Calkins Media - ABC 7 Sarasota, FL

Digital Media Specialist, August 1999 - November 2014

- Responsible for updating and maintaining TV news station's website MySuncoast.com
- Developed and posted news articles, video clips
- Designed web banners for sales clients
- Constructed and debuted new web pages
- Created web graphics for promotional campaigns
- Produced and implemented content for Facebook, Twitter, YouTube, and other social media outlets
- Structured and monitored efficiency of ad campaigns for website
- Utilized performance of targeted analytics for banner/video ad campaigns
- Collected and managed UGC (User Generated Content) submitted by viewers
- Commanded and maintained online contests with 3rd party software

EDUCATION

Keiser University - Sarasota, FL.

Associates of Science Computer Graphic Design, Dec. 1998

- Graduated with Honors
- Dean's List

PROFICIENCIES, SKILLS, AREAS OF EXPERTISE

- Adobe Photoshop
- Adobe Image Ready
- HTML
- Dreamweaver
- Microsoft Word
- Microsoft Outlook
- Social News Desk
- Cell Journalist
- WordPress
- Google Analytics
- Web Trends
- DFP (DoubleClick for Publishers)
- Live Rail
- FTP
- Video Conversion
- ENPS (AP News Wire)
- Social Media Outlets