

# Robert James Brooks

(646) 875-8419 • rbrooks@robertbrooks.info • www.robertbrooks.info

*Highly driven, experienced and trained specialist in providing unique integrated solutions that take advantage of traditional and new media to enhance monetization and storytelling opportunities!*

Digital Media	Creative	Self Starter / Team Player	Workflow / Process Designer
Video Producer	Problem Solver	Project Manager	Digital Media Monetization

## CAREER HIGHLIGHTS

- Over 10 years of professional (corporate, start up, and freelance) experience and training
- Oversee and manage the video and digital initiatives of a top 5 and a top 20 market simultaneously
- Successfully managed over 1000 projects and integrated campaigns of various sizes for internal and external clients such as advertisers and agencies
- Successfully oversaw the launch of a multi-platform television network (Simply ME TV)

## PROFESSIONAL EXPERIENCE

**Radio One, Inc. / Interactive One, Inc (2014 – Present)** Dallas-Fort Worth, TX  
Integrated Sales Manager and Integrated Media Specialist *Fortune 500 Broadcast Company*

- Oversee the Digital Sales Department and Initiatives for two of the top stations in Dallas-Fort Worth
- Led team in breaking digital sales records for the market and company- hitting monthly and quarterly budgets for 2015, as well as forecasts for the first time in over 4 years
- Redesigned system to successfully monitor, manage, and verify all digital sales initiatives in market
- Provide insight, support, and motivation to the stations' sales team to drive digital sales
- Develop initiatives and packages that sellers can offer to their clients

**Radio One, Inc. / Interactive One, Inc (2010 – 2014)** Dallas-Fort Worth, TX / St. Louis, MO  
Digital Media Specialist and Video Producer *Fortune 500 Broadcast Company*

- Worked directly with department managers overseeing all digital / emerging media related projects
- Increased Year-to-year website traffic by 63% ; 124% Facebook ; 98% Twitter
- Managed over 3,000,000 UVs and 13,000,000 PV's per year ; 115K+ sms ; 85K+ newsletter
- Trained and educated staff and interns; recruit and manage contractors and teams

**Simply ME TV / Simply 4ME, Inc. (2006- 2008)** New York, NY / Jersey City, NJ / New Milford, CT  
Assistant Manager to Operations and Portfolio Manager *Dish TV / Multi Platform Broadcast Network*

- Designed and managed the technical and managerial workflows and processes for the network
- Accountable for managing the complete end to end support and technical delivery of video via Internet and for liaising with external suppliers and vendors
- Evaluate ongoing/emerging needs/interests of clients and staff; revise programs/products accordingly

## EDUCATION

**NAB Education Foundation** Washington DC  
Leadership Development Program

**Radio One Learning & Development Division** Washington DC  
Mentoring Program

**State University of New York: University at Buffalo** Buffalo, NY  
Post Graduate Advanced Certification, New Media Design

**Brooklyn College CUNY** New York, NY  
M.S., Television and Radio

**The Ohio State University** Columbus, OH  
B.A., English w/ 3 years of Computer Science IT studies

**6 Sigma Tek, LLC** St. Louis, MO  
Lean Six Sigma Black Belt Certification

**Center for Sales Strategy (CSS)** Dallas, TX  
How To Sell / Digital Sales Certifications