

Edward J. Roberts

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CAREER OBJECTIVE

Seeking a social media position at a company that desires to improve its communications, brand awareness, acceptance, and business strategy through online and offline interactions with current and prospective customers.

RECENT SOCIAL MEDIA SPEAKING EXPERIENCE

Oklahoma State Regents for Higher Education

OKHigherEd.org/ReachHigher

Spoke to 30 college administrators and PR professionals about what their organization can do to utilize online social media tools to increase visibility for their "Reach Higher" program. Lead a brainstorming session with executives and developed a base strategy for reaching out to potential students and position themselves as subject experts in the field of degree completion.

Social Media Club – Kansas City

SocialMediaKC.com

Brought together local individuals to create this interest group centered on networking and knowledge exchange for people involved in and interested in getting into the social media space for their brands. Spoken and lead discussions on numerous occasions with this group that has grown to over 400 people in less than a year.

Podcamp Events (Kansas City, Boston, Second Life)

Podcamp.org

Organized this social media and podcasting unconference in Kansas City. Spoken on various topics, including utilizing social media tools to monitor and become involved in conversations around you and your brand.

JOB EXPERIENCE

Masterpiece Marketing Group, LLC

Overland Park, KS

September 2006 to April 2009

Technical Resources Manager

Maintained all company computer resources. Purchased and maintained network hardware, servers, and workstations. Maintained company e-commerce sites. Began implementation of relevant social media strategies, SEO, analytics, and communications.

Overland Solutions, Inc.

Overland Park, KS

December 2001 to Present

Technical Support Specialist

Installed, implemented, and administered Altiris computer management software (similar to SMS). Migrated computers in 26 branch office to active directory domain structure. Developed processes to build, maintain, and repair mobile computer equipment. Provided computer training for 1500 field employees nationwide. Priced and purchased new computer equipment. Performed junior network administration tasks. Provided third-tier computer support.

KSHB-TV

Kansas City, MO

October 1998 to October 2001

Meteorologist / Weather Producer

Personally managed and maintained 14 weather center computers (SGI Unix/NT/Win98) by troubleshooting computer questions 24 hours a day from other meteorologists, maintained correspondence with data service providers as needed, fixed emergency problems, kept computers running at peak efficiency, and beta-tested new software. Answered viewer weather questions. Presented in-depth weather segments, including live remotes, for weather intensive morning show. Updated WeatherLine forecast service and KSHB/KMCI web sites. Aided in forecasting and production of morning and evening weathercasts. Assisted in severe weather events.

PODCASTS AND OTHER SOCIAL MEDIA CONTENT

Basic Web Hub: (with links to social media profiles)

Kansas City Weather Podcast (daily)

Looking Out The Window (periodic)

Podsafe Christmas (daily during Christmas season)

Miscellaneous Uses For A Blog (periodic)

EdRoberts.TV

KCWeather.org

LookingOutTheWindow.com

PodsafeChristmas.com

EdRobertsBlog.com

EDUCATION / CERTIFICATIONS / TRAINING

Altiris Client Management Suite

Valparaiso University, Valparaiso, IN. Bachelor of Science in Meteorology. Graduated May 1998.