

# Tashana Grasz

Digital Asset Coordinator

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## Education

**Bachelor of Arts in Digital Media Management at Savannah College of Art and Design, Savannah, GA**

Sep 2017 - May 2022

Relevant Coursework: Digital Media Production, Social Media Marketing, Web Design and Development, Content Creation and Strategy, Data Analytics, Brand Management, Digital Marketing, UX/UI Design, Media Law and Ethics, and Project Management.

## Links

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

## Skills

- Digital Asset Management
- Metadata Creation
- Content Organization
- Workflow Coordination
- Copyright Compliance
- Cross-functional Collaboration
- Technical Troubleshooting

## Languages

- English
- Indonesian

## Profile

As a Digital Asset Coordinator with over a year of experience, I effectively managed and organized a vast array of digital assets, streamlining processes and ensuring efficient access to resources for my team. With a keen eye for detail, I consistently catalogued, tagged, and archived digital media files, maintaining accuracy and consistency across all platforms. I collaborated with cross-functional teams to address any asset-related issues and optimized workflows to improve productivity. By staying current with industry trends and advancements in digital asset management, I contributed to the continuous improvement of our systems and processes, ultimately ensuring the successful delivery of high-quality digital assets in a fast-paced environment.

## Employment History

### Digital Asset Coordinator at Turner Broadcasting System, GA

Jan 2023 - Present

- Successfully managed over 3,500 digital assets for Turner Broadcasting System, resulting in a 30% increase in content accessibility and organization for the team.
- Streamlined the asset ingestion process by implementing an automated metadata tagging system, reducing manual input time by 40% and increasing overall productivity.
- Led the migration of 2,000+ digital assets to a new content management system within a tight 3-month deadline, ensuring seamless access to critical media files for all departments.
- Developed and delivered comprehensive training for 25 team members on using the digital asset management system, improving user adoption rate by 60% and enhancing overall efficiency.

### Associate Digital Asset Coordinator at Mailchimp, GA

Aug 2022 - Nov 2022

- Successfully managed a digital asset library of over 10,000 files, resulting in a 25% increase in efficiency for the creative team at Mailchimp.
- Implemented a new metadata tagging system which improved searchability and retrieval time for assets by 40%.
- Streamlined the digital asset request process, leading to a 35% reduction in turnaround time for project completion.
- Trained and mentored 5 new team members on digital asset management best practices, contributing to a 20% increase in overall team productivity.

## Certificates

### Certified Digital Asset Management (CDAM) Professional

Dec 2021

### Blockchain Technology and Cryptocurrency Certification

Jul 2020

## Memberships