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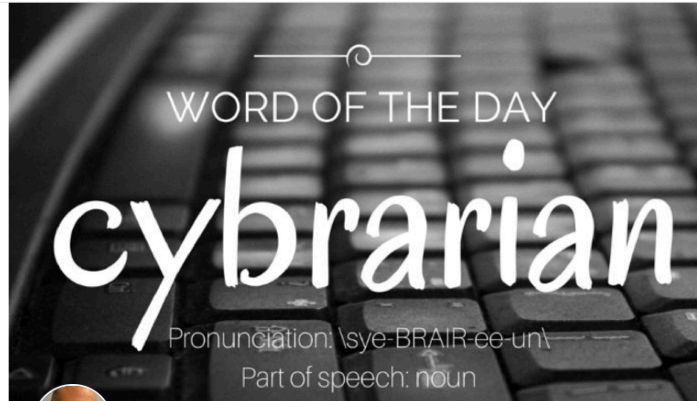
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Frank DeCarlo

Chief Operating Officer at RPR Graphics, Inc.

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Jan 27, 2016 | 109 views | 17 Likes | 2 Comments

Marketers are conjoining their digital assets from numerous sources: CDs, thumb drives, and assortment of servers and desktops from their own company, vendors and anywhere else their ever growing libraries exist - and handing them over to cybrarians who captain their DAM systems.

### What is a Digital Asset Management Cybrarian?

Cybrarians are helping marketers to maximize their investment in images, logos, videos, photography, usage rights, graphics, and other rich media files. They shave hours off the need to recreate images, locate the most updated logo, convert formats on the fly and view and distribute videos - naming just a few of the vital functions a DAM provides. They ensure that a company's branding stays on track by providing access to only the proper files and manages the credentials of those needing access. Cybrarians help keep companies legal by staying up to date on licensing and help streamline the web and print processes for advertising and marketing materials. Finally, they help bring products and advertising initiatives to market faster.

Kayla Thompson, an RPR Graphics, Inc. Cybrarian, sums up her role this way:

“Streamlining the beginning makes the end simpler. I give databases structure that in turn improves the flow and efficiency of the workplace, even makes it more reliable for everyone who needs access to these assets.”

### What Skills Should a Cybrarian Have?

“Database structure is something I brought to the position. I studied web design and I have a good grasp on organization skills, which help me to understand the backside of a database, how to build a structure, input the information, and

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manage it. It helps to be a little creative yet very logical," Thompson says.

### How Far Does the Role Stretch?

"RPR and its teams work alongside our clients' staff. We access the info people need to do their jobs more efficiently. We work with creative directors, web teams, social media specialists, agencies, photographers, printers, writers and all who are associated with the web, graphics, video, design, broadcast, print and their teams. We also work with merchandisers and planners as they relate directly to the important taxonomy and metadata associated with every asset.

"I'm responsible for gathering information and entering it in a way that is easy for everyone to find – if I understand the what, why, and how of what is needing to be downloaded and distributed in the fast pace of our clients' web and print demands, then it's my job to enter it correctly so it finds its place in all and any advertising program."

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 Digital Asset Management, Workflow Management, Content Marketing

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**Frank DeCarlo**

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