Digital Asset Manager

Digital Asset Managers are responsible for the organization of a company's digital assets. These assets include images, videos, audio, text documents, design files, and more. However, Digital Asset Managers do not just handle digital assets, they also develop processes to handle the assets, ensure employees can easily find assets, and ensure the right people have the right permissions for accessing and using certain assets (Artisan, n.d.; Cloudinary, 2025). This is important for brand consistency and the efficiency of the company's workflow (Cloudinary, 2025).

Responsibilities

Asset organization: creating & maintaining a taxonomy and metadata schema to keep assets organized in a digital asset management software (Orange Logic, n.d.)

Metadata management: establishing, editing, and managing metadata to make it easy for users to find assets (Orange Logic, n.d.)

Workflow management: creating and controlling workflows so assets can be efficiently created, approved, and distributed (Orange Logic, n.d.)

Rights and permissions: ensuring the use of assets follows their licensing agreements and legal requirements by managing assets' rights and which internal employees, external partners, and clients have permission to view and use certain assets (Orange Logic, n.d.)

Quality assurance: regularly inspecting/checking assets to ensure they meet standards and have no errors (Orange Logic, n.d.)

System maintenance: coordinates the maintenance and updating of the digital asset management system being used to ensure efficient operation (Orange Logic, n.d.)

Asset preservation & archiving: strategizing how assets can be archived and preserved long-term to ensure they are secure and kept for future use or reference (Career Explorer, n.d.)

Training & support: training and supporting employees who use the DAM system to ensure they use it effectively and follow best practices (Career Explorer, n.d.)

Collaboration: helping members of other departments who use the assets with sharing and managing the assets (Orange Logic, n.d.)

Reporting and analytics: creating analytics and reports that reflect asset usage, performance, and system efficiency to help with making decisions and improving asset management strategies (Orange Logic, n.d.)

Continuous improvement & innovation: staying informed of trends, new technologies, and best practices to continuously improve the DAM system (Career Explorer, n.d.)
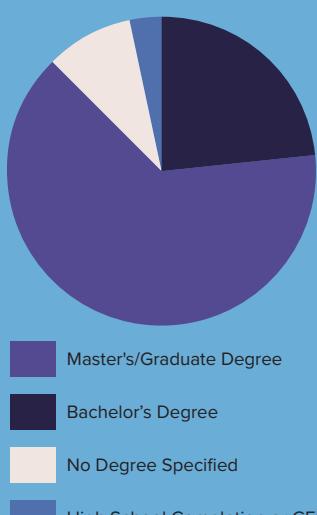
Educational Background

According to Reijerkerk and Nyitray (2023), these are the results from 98 digital asset management job postings regarding educational background requirements. 36 of the 63 job postings requiring graduate degrees specified that the degrees had to be from accredited American Library Association programs in a specialization including library and information science, archival management, audio engineering, art history, marketing, graphic design, history, public history, museum studies, information technology, or communications. However, Cloudinary (2025) states that although having a degree is common in this field, with how quickly DAM is evolving, experience with certain technologies (e.g., SDKs, APIs, cloud platforms) can be more important.

- Master's/Graduate Degree
- Bachelor's Degree
- No Degree Specified
- High School Completion or GED
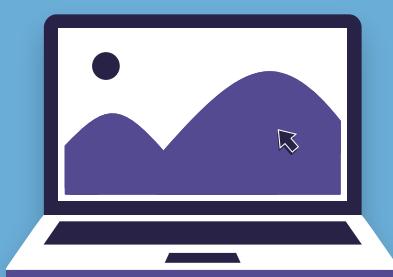
Software Tools Used

- Microsoft Office Suite
- Project Management Sites
- DAM System

Having basic programming skills in the following, or other platforms, depending on the industry:

- HTML/CSS
- Java
- Python
- Apache
- My SQL
- PHP
- Linux
- Unix
- Adobe

(Artisan, n.d.)

Hard Skills

- Programming
- Systems Management
- Statistics
- DAM Systems Experience
- Data Analytics

(Reijerkerk & Nyitray, 2023, 186)
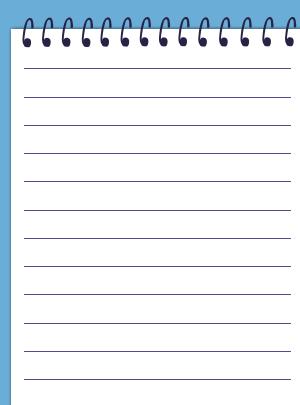
Soft Skills

- Leadership
- Project Management
- Organization
- Patience
- Communication
- Process-Oriented
- Meticulous Data-Driven Nature
- Flexibility
- Creativity
- Energy
- Loves Technology
- Loves Change
- Customer Service
- Analytical

(Artisan, n.d.)