

DAM Creative

GCM 420 - Digital Asset Management

Reem El Asaleh

November 30th, 2025

For my GCM 420 DAM Creative Assignment I chose to create an interactive game centred around the topic: Skills for the DAM Future - DAM Career Starter Pack. In this game, you must complete a job interview to demonstrate your possession of key skills, mindsets, and tools so you can be successful within a DAM profession.

To play the game, click the link here:

https://www.canva.com/design/DAG6N2LOpdU/cXr3jcpqbnR70UVVUWzCrw/view?utm_content=DAG6N2LOpdU&utm_campaign=designshare&utm_medium=link2&utm_source=uniquelinks&utlId=h713cd20e4f

Buttons and question responses are interactive, however, you may also scroll through the entire piece like a slideshow, to easily read all questions and responses. When clicking an interactive button ensure that the mouse is not an arrow, but a pointer icon to ensure that it goes to the correct page.

References

Franklin Templeton. (2025). *Senior Content Manager - Asset Management* [Job Description].

LinkedIn. <https://www.linkedin.com/jobs/view/4295731924>

Lawrence, A. (2025, July 3). *How Digital Asset Management Improves Team Efficiency and*

Collaboration. Daminion. <https://daminion.net/articles/tips/dam-improve-team-efficiency/>

Manulife. (2025, November 25). *Digital Product Manager* [Job Description]. LinkedIn.

<https://www.linkedin.com/jobs/view/4338867747>

Rampini, L. (2023, March 28). Artificial intelligence enhances digital asset management.

magazzini digitali. <https://tesidottorato.depositolegale.it/handle/20.500.14242/207389>

ResourceSpace. (2025, September 24). *5 skills DAM Managers need to master in 2026*.

ResourceSpace. <https://www.resourcespace.com/blog/dam-manager-skills>