

# John Smith

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## JOURNALIST • PUBLIC RELATIONS PROFESSIONAL

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Senior managing editor, journalist, social media specialist and public relations coordinator with a Bachelor of Journalism and more than 6 years of experience with various high-profile events and international print and online publications. Developed a highly acclaimed reputation for publishing superior, high quality content and revamping the editorial voice for a national online magazine. Skilled in field reporting, writing stories, public speaking, news research and production, developing creative story ideas, finding sources, utilizing Facebook, Twitter, YouTube, blogs and other social media outlets as well as planning and executing events.

Proficient in community and public outreach, multimedia communications, publications management and crisis management. Accomplished in managing relationships with print and broadcast media personalities. Skilled in large-scale event coordination. Distinguished from peers by outstanding eye for detail, creative flair, and resolute determination to maximize quality in fast-paced environments. Acknowledged for executing balanced judgment in critical projects, delivering on-time, high-quality work, and willingness to share expert technical knowledge with team members. Maintain an extensive network of industry contacts.

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## CORE COMPETENCIES

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| • Blog & Website Management               | • Media & Public Relations                 |
| • Expert New Media Knowledge              | • Product & Brand Strategy                 |
| • Research, Writing, Editing & Publishing | • Confident Written & Verbal Communication |
| • Extensive Network of Industry Contacts  | • Public Speaking & Presenting             |
| • Project & Production Management         | • Organization & Time Management           |
| • Strategic Planning & Development        | • Quality Assurance & Control              |
| • Cross-Functional Team Leadership        | • Issue Prevention & Troubleshooting       |
| • Technical Skill & Expertise             | • Microsoft Office Proficiency             |

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## CAREER HISTORY

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### OfTheNow Blog, Toronto, ON Creator... Apr. 2010-Present

Build, manage and edit blog focused on contemporary culture, including fashion, food, film, beauty, travel, design and music; update content with new posts 3-4 times/week and also sent a weekly wrap-up to all contacts

- Research and write creative and original story ideas; cover local and international affairs
- Conduct social media and outreach projects; keep Twitter and Facebook pages current and updated

### Persuasion Ink, Toronto, ON Social Media Writer... May. 2010-Present

Develop content for clients such as Coca-Cola, KIA, Rogers and Cadbury to promote brand message through social media outlets; assess clients' needs and utilize Facebook, YouTube, blogs and Twitter to realize vision

- Write catch phrases to garner audience interest in client products and services
- Liaise with clients to ensure satisfaction with content and direction

### FabFinds, Toronto, ON Content Writer... May. 2010-Present

Offer clients daily online deals on various products and services; portray deal and company in a witty tone in conjunction with FabFinds voice and vision for audience of 18-40 year olds

- Research clients and offer deals; suggest and find new clients