

# ROBERT SMITH

## Jr. Public Relations Specialist

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### SUMMARY

The objective is to secure a job in which one can be an invaluable asset to the company; being utilized in a leadership position helping to achieve team-oriented goals.

### CORE COMPETENCIES

Microsoft Office, Customer Service, Organizational Skills, Customer Relations, Business Development, Budgeting, Account Management, Bookkeeping, Billing, Inventory Management, Project Management, Internet Research, Marketing, Management.

### PROFESSIONAL EXPERIENCE

#### Jr. Public Relations Specialist

ABC Corporation - April 2014 – September 2014

##### Key Deliverables:

- Comprehensively interacted with pet owners to fully understand all expectations from a training facility.
- Coordinated with business owners to understand all services, business needs and match them to suit possible customers.
- Created a portfolio to show customers at benefits, local veterinarians, and word-of-mouth advertising.
- Ran the office, greeted customers and generated contracts.
- Bonded with customers to better suit their needs for their pets and ensure a long-lasting positive impression and interaction with K9 Control Training.
- Used social media as a form of advertising along with flyers and setting up booths at events to explain to customers what K9 Control Training was capable of and their goals for each pet.
- Helped train rescue shelters "Un-trainable Dogs" so that they could find homes and also put the business name in the minds of potential customers.

#### Public Relations Specialist

ABC Corporation - 2011 – 2014

##### Key Deliverables:

- Created company literature and other forms of communication designed to maintain a favorable public image.
- Designed and implemented a new hire training program.
- Served as company spokesperson to local media outlets.
- Handled all customer complaints.
- Maintained working relationships and made spending decisions with companies such as Russell Stovers Candies, Natures Bounty Vitamins, Merck and Amerisource Bergen.
- Tracked orders and sales.
- Maintained expense reports to meet and manage numerous project budgets.