

# Robert Smith

## Public Relations Specialist

### CONTACT DETAILS

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### PERSONAL STATEMENT

Seeking a position where I can effectively fulfill and excel an organization's goals by exploiting and developing my skills applying my knowledge in the fields of marketing and sociology utilizing managerial experience.

### WORK EXPERIENCE

#### Public Relations Specialist

ABC Corporation - March 2011 - February 2012

##### Responsibilities:

- Promoting the program by encouraging people to attend.
- Managing social media site to accurately inform of schedule, location and special events as well as answering questions sent by the followers of the page.
- Designing creating and distributing flyers at specific targeted locations to spread the word and increase awareness about the Farmers Market among the public.
- Passing out flyers in different locations.
- Making phone calls for important information.
- Setting up appointments with agencies for possible advertising opportunities.
- Posting information on Facebook and spreading the word to the general public.

#### Public Relations

ABC Corporation - 2010 - 2011

##### Responsibilities:

- Public Relations Composed press releases and news stories.
- Developed content for UF Web site.
- Introduced World in Motion project that excited students about engineering.
- Society of Automotive Engineers (SAE) was lacking organization and membership.
- Established solid relationship between SAE and College of Journalism.
- Within one year, developed public relations team that headed community service events and increased exposure of student organizations; SAE team placed within top ten in national competition that same year.
- Successfully developed grant through World in Motion project for student organizations around the country; UF SAE was first ever to receive grant..

### Education

Bachelor of Liberal Arts in Liberal Arts Sociology - 2012(University of Texas at Brownsville - Brownsville, TX)

### SKILLS

Customer Service,  
Merchandising, Public  
Relations.

### LANGUAGES

English (Native)  
French (Professional)  
Spanish (Professional)

### INTERESTS

Climbing  
Snowboarding  
Cooking  
Reading

### REFERENCES

Reference - 1 (Company Name)  
Reference - 2 (Company Name)