

# Robert Smith

## Marketing Support & Public Relations Manager

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### SUMMARY

A business professional with experience in operations, marketing, sales, public relations, community outreach, and advertising. Managed annual communications budgets of \$5K - \$15.8 million, achieving projected goals with each and every campaign.

### SKILLS

Product Marketing, Service Marketing, Sales.

### WORK EXPERIENCE

#### Marketing Support & Public Relations Manager

ABC Corporation - April 2007 - April 2011

- Developed and implemented successful and repeatable global public relations campaigns.
- Evaluate advertising and promotions to ensure campaign messaging aligns with strategic goals.
- Built and managed a team of Public Relations Coordinators, Graphic Designers, and Communications Interns.
- Managed, wrote, edited and distributed speeches, press releases, fact sheets, technical briefs, white papers, offices, media outlets, and customers.
- Established and directed the use of global graphic standards for all printed materials.
- Created and managed all social media accounts including presence for C-level executive staff members.
- Conducted brand analysis and share of voice studies to evaluate public relations and advertising agency efforts.

#### Public Relations Manager

ABC Corporation - 2003 - 2007

- Supervised food service area, by scheduling employee assignments and allocating/monitoring breaks.
- Assuring that the need of the customers was met at all times.
- Facilitated daily fulfillment orders for supplies.
- Tabulated cash receipts at the end of shift and documented earnings.
- Greeted and introduced the guest to Cedar Point products and services; increasing revenue for the company through product knowledge and great customer service.
- Generated increased revenue in the foodservice area through strong communication, teamwork, and sales knowledge.
- The first point of contact in the process of team flow Assisted in the training of new customer service representatives and associates.

### EDUCATION

Bachelor of Science in Communication - (Drury University - Springfield, MO)