

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)