

Public Relations Representative

ROBERT SMITH

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Alabama.

Objective

Seeking a position that will allow using creativity to solve problems and make interesting designs using skills in typography, photo editing, graphics, and web design. Highly interested in advertisement and rebranding. Seeks to obtain communications or public relations position.

Skills

Customer Service, Management, Cash Handling, Retail.

Work Experience

Public Relations Representative

ABC Corporation - April 2007 – January 2009

- Developed, prioritized, and executed corporate-wide media strategies, news releases, and media advisories as they relate to Circuit City at corporate and nationwide levels.
- Maintainability to create and execute communication plans for print, radio, television, web, and social media.
- Responsible for creating and executing strategic communication plans for print, broadcast, and digital media assets.
- Developed and maintain relationships with local and national media contacts.
- Responsible for all earned media relating to Grand Opening events.
- Served as company spokesperson for information pertaining to upcoming Grand Opening events as well as future stores.
- Identified and manage the publicity of local community events that may relate to Circuit City, ensuring that community involvement is in line with Circuit City standards.

Public Relations Representative

Delta Corporation - 2004 – 2007

- Prepared civic brochures, news releases, and other promotional materials acted as a liaison between city merchants and the Chamber.
- Greeted all guests in a courteous and professional manner.
- Fostered strong working relationships with all hotel departments.
- Served as public relations representative for the hotel.
- Processed guest payments for room charges, food and beverage charges, and phone charges.
- Recruitment and Advertisement for the chapter using social media, posters, flyers, etc.
- Reach out to potential members and retain members through good communication.

Education

B.A. in Communication - (Virginia Tech - Blacksburg, VA)