

# Public Relations

## ROBERT SMITH

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### Objective

Highly qualified Public Relations with experience in the industry. Enjoy creative problem solving and getting exposure on multiple projects, and I would excel in the collaborative environment on which your company prides itself.

### Skills

CRM System Experience. Prior Real Estate And Life And Health Insurance License. Public Relations, And Networking Via Social Media.

### Work Experience

#### Public Relations

##### **Virginia Caribbean American Culture Association Inc.** - January 2009 - 2019

- Develop public relations programs designed to create and maintain a favorable public image.
- Create literature and other forms of communication.
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- Create marketing and promotional material both print and electronics.
- Work with advertisers for ads submissions design and launch email marketing campaigns.
- Work with board members to determine events budget and manage expenses.
- Develop marketing communications campaigns.

#### Public Relations

##### **Crossroads Hospice** - 2004 - 2009

- Principal responsibilities include creating marketing initiatives that builds agency's client base and encourage client retention.
- Plan programs and events with non-established & established accounts to build relationships with agency.
- Present educational information and explain available services to health care providers, hospitals, independent and assisted living communities.
- Established excellent relationship with client base to ensure all issues are addressed and ensure that they fully satisfied with our level of service.
- Negotiate contracts with healthcare agencies to provide direct care service per patient plan of care.
- Increased referrals & admissions by 40 percent per month..
- This is Dummy Description data, Replace with job description relevant to your current role.

### Education

Master of Science In Human resource Management - (Troy State University - Troy, AL)