

# Robert Smith

## Director Of Public Relations

### PERSONAL STATEMENT

Public relations professional with corporate communications, higher education and print journalism background, bringing vast experience via leadership positions working with top corporate executives, government leaders. Skilled at crisis communications, reputation and issue management, working across departments and business lines, utilizing national broadcast, print, trade and social media to reach organizational objectives.

### WORK EXPERIENCE

#### **Director Of Public Relations**

**Abilene Christian University - November 2009 - Present**

##### *Responsibilities:*

- Media and communications adviser to the University President and top management team charged with planning and execution of the University's media strategy.
- The developer of university creative content, including talking points, guest editorials, news releases.
- Helped steer the University through multiple potential PR crises that went largely unreported due to media relationship management and the proactive creation of alternative messaging.
- Created and produced three highly successful video series (WVM, conversation, move-in) that greatly expanded ACU's community involvement through a concerted internal push to connect key faculty and staff with highly visible local non-profit organizations.
- Developed and maintained a pro-active media relations program by building a relationship, developing and distributing news releases for placement, writing by-lined articles for newspapers and magazines and monitoring all forms of media.
- Manage an internal team of public relations strategists, social media experts, and events professionals.
- Collaborate and partner with university departments, such as the communications and marketing department.

#### **Director Of Public Relations I**

**Tribune Broadcasting - August 1999 - October 2009**

##### *Responsibilities:*

- Filed nightly live on-air TV news reports to Tribune stations in the top 20 U.S. television markets.
- Specialized in moving quickly in fluid situations to deliver plain-spoken summaries.
- Established and maintained effective working relationships with the House, Senate, and Executive.
- Filed 2004, and 2008 presidential campaigns, including the inauguration of President Obama.
- One-on-one interviews with various officials within the executive branch.

### **CONTACT DETAILS**

1737 Marshville Road,  
Alabama  
(123)-456-7899  
[info@qwikresume.com](mailto:info@qwikresume.com)  
[www.qwikresume.com](http://www.qwikresume.com)

### **SKILLS**

Media Relations, Project Management, Content Development, Event Management, Recruiting/HR, New Business Proposals, In-House Public Relations, Marketing, Advertising, Award Opportunities, Speaking Opportunities, Social Media Campaign Development, Social Media Management

### **LANGUAGES**

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

### **INTERESTS**

Climbing  
Snowboarding  
Cooking  
Reading

### **REFERENCES**

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