

# Robert Smith

## Public Relations Account Executive

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### SUMMARY

Highly qualified Public Relations Account Executive 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

Microsoft Office Suite, Social Media Skills, Production Promotion Skills.

### WORK EXPERIENCE

#### Public Relations Account Executive

ABC Corporation - November 2004 - August 2005

- Implemented integrated marketing and communications activities focused on public relations and philanthropic accounts.
- Participated in event planning, developed timelines, newsletters, news releases, media alerts, pitch letters, and talking points.
- Prepared and submitted RFPs, and participated in new business presentations.
- Developed story ideas for internal and external opportunities, and assisted with coordinating news conferences.
- Managed a \$30,000 dollar budget for a Walgreens-sponsored HIV/AIDS walk-a-thon, attended by 500 people, including Walgreens executives.
- Implemented public relations strategies that targeted the African American and Caribbean markets.
- Increased membership drive for CancerCare Health Plan by recommending and partnering with Black Expo, Black Family Reunion Weekend, and Speaking of Women's Health Conference.

#### Public Relations Account Executive

Delta Corporation - 2001 - 2004

- Managed multiple national and local client accounts.
- Researched and identified new clients; developed and presented proposals.
- Established and maintained relationships with local, consumer, and trade press to promote clients.
- Meeting the needs of B2B clients working closely with account managers to develop creative and integrated programs to support product introductions.
- Establishing clients as key players in both vertical and horizontal markets through media and analyst exposure across various media outlets.
- Including editorial coverage for clients through contributed articles, case.
- Developed and executed strategic communications plans, key message development, brand strategy, reputation management, and provided media consultation.

### EDUCATION

High School Diploma