

# Robert Smith

## Director Of Public Relations

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### SUMMARY

Experienced communications professional specializing in strategic communications and media relations planning, brand/product positioning, corporate thought leadership, and event execution. Strong background in travel, technology, consumer/lifestyle and corporate media relations with experience in both B2B and B2C communications.

### SKILLS

Public Relations, Brand Development, Brand Management, Community Relations, Event Planning, Event Management, Event Marketing, Digital Marketing, Digital Strategy, Media Relations, Social Media Marketing, Marketing Communications, Content Management, Customer Relationship Management, Collateral Development, Copywriting, Editing, Strategic Planning, Strategic Business Planning,

### WORK EXPERIENCE

#### Director Of Public Relations

Elvis Presley Enterprises, Inc - 2004 - Present

- Work closely with senior management to generate public relations activities in support of the strategic plan of the company which includes music and DVD sales, television specials in domestic and foreign markets, promotion of licensed products.
- Serve as the primary company spokesperson on all facets of the business at official events.
- Responsible for counseling and advising company leaders regarding responses to media inquiries.
- Proactively pitch domestic and international press on Memphis and Graceland as a travel destination for both online, print and television media.
- Responsible for developing annual public relations plans and department.
- Write and distribute publicity materials including press releases, photography.
- Supervise the work of public relations coordinator, online communications.

#### Director Of Public Relations I

Wre - 2002 - 2004

- Responsible for creation of on-air franchise; school zone slowdown, that increased morning show ratings and led to a new city of Memphis ordinance.
- Managed active workload of several on-air and online news stories daily along with seven live on-air reports presented throughout a three-hour morning show and half-hour noon news program.
- Regarded by co-workers as an aggressive reporter who excelled at live breaking.
- Served as editor of the employee newsletter and co-editor of the community magazine.
- Create impactful content by creating professional-quality images and powerful stories that capture.
- Successfully grew the social media footprint via LinkedIn by adding more than 1,100 connections.
- Manage video production needs, as well as supporting in-house video creation (InDesign, final site, final cut, adobe).

### EDUCATION