

Director of Public Relations

ROBERT SMITH

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Objective

Driven and outgoing Director Of Public Relations professional with a creative passion for brand awareness and strategic planning. Skilled in public and community relations with expertise in social media, event planning, and graphic design.

Skills

Budget Management, Public Relations, Performance Management

Work Experience

Director of Public Relations

National Reverse Mortgage Lenders Association - June 2015 – Present

- Leading all media communications strategies and outreach, pitching on various levels; achieving companywide.
- Fundraising and managing \$400k pr budget, contributed by member companies in addition to membership, reporting and presenting the budget to the board as part of the overall approval process.
- Monitoring, evaluating and responding to industry media coverage, managing all social media platforms and contributing engaging articles to a range of industry publications.
- Developing and maintaining professional stakeholder relationships at all levels, collaborating with like-minded.
- Professional associations to develop educational webinars and webcasts.
- Overseeing member communications including weekly e-newsletter and conference marketing and regularly.
- Launching a social media campaign to drive a 15% increase in unique website traffic, incorporating targeted Facebook.

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National Association Of Realtors - May 2013 – May 2015

- Led media outreach for legislative and regulatory priorities and prepared spokespeople for interviews wrote and edited talking points, press releases, statements, opinion pieces, and testimony.
- Placed opinion pieces and LTEs in Forbes, Housing Wire, The Hill, USA Today, Wall Street Journal, and secured C-Span.
- Developed partnerships with like-minded associations and agencies; and monitored and evaluated daily news stories for press opportunities.
- Led a team of 4 in writing a shared style guide for external communications and implemented conference best practices.
- Successfully pitched and placed to bankrate.com, Detroit free press, Housing Wire, Huffington post, Inman Kiplinger, NBC Nightly News, NYT, Tampa Bay Times, Time, USA Today and WSJ.
- Worked with marketing and advertising managers to ensure advertising campaigns are in line with the company's image and goals.