

# ROBERT SMITH

## Public Relations Coordinator

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To obtain a position in Health Information Technology that will promote technical skills, adaptability and overall hard work. Searching for guidance in local, state, and federal levels of healthcare. To learn ethics of the healthcare world and progress as a professional with companies that promotes integrity and professionalism for the future.

### **JULY 2012 - JUNE 2013**

#### **PUBLIC RELATIONS COORDINATOR - ABC CORPORATION**

- Produce marketing and publicity campaigns; events and coordinate projects.
- Create and maintain a database of media, talent and clients.
- Create media, crew and talent material (press releases, pitch presentations, news, announcement, event information, logos and more).
- Produce commercials, event videos, fashion photography, branding campaigns etc Scout locations for events and/or filming.
- Create event ideas, suggestions and segments.
- Manage and update social media, press releases, web content, news Meeting with creative team to coordinate event.
- Posting audition or/and job announcements and conduct interview and/or audition.

### **2008 - 2012**

#### **PUBLIC RELATIONS - ABC CORPORATION**

- London, United Kingdom Acted as a liaison between clients and Sir Nicholas Lloyd, knighted for his services to Journalism in the UK, and Director Howell James CBE, former Permanent Secretary for Government Communications under Prime Ministers Tony Blair and Gordon Brown.
- Responsible for screening print media for content relevant to clients.
- Monitored a celebrity and events database, corresponded with celebrities in London about upcoming events, briefed management and clients on daily press content.
- Created and followed up on press releases sent to major news corporations.
- Dealt with clients such as Sarah Ferguson, Prince Edward, Christiane Amanpour, Michael Eisner, Ralph Lauren, Forbes Global and People magazine.
- Developed a deeper understanding of the media industry in both the United States and Europe.
- 2000-2001.