

# Robert Smith

## *Sr. Public Relations Director*

### PERSONAL STATEMENT

Overall communications, business and marketing professional with more than 10 years of experience and a strong background and understanding of public relations, event planning and promotion.

### WORK EXPERIENCE

#### ***Sr. Public Relations Director***

**Morrisville State College - October 2009 - 2019**

##### *Responsibilities:*

- Direct marketing, web and public relations efforts for the College on a daily basis to promote college programs.
- Responsible for a six-figure budget and several direct reports; including two web developers, print shop manager, graphic designer.
- Responsible for hiring employees in those positions.
- Assist the President in the development of speeches, presentations, and scripts as necessary.
- Advise the College administration on matters dealing with public perception and handling positive and negative feedback on issues.
- Write and review the material sent by the College to several key audiences.
- FOIL Officer and spokesperson for the College when needed, point-person for crisis communication and a key member of the emergency.

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

**ABC Corporation - 2006 - 2009**

##### *Responsibilities:*

- Responsible for managing public relations and the content it delivers.
- Ensures brand message is consistent timely and relevant.
- Recruit patients for the behavioral health unit and partial hospital.
- Produce and publish mass communications with emails and marketing campaigns.
- Refine core messaging to ensure organizational consistency in all aspects of communication including development organizing and education.
- Document presence of companies at events, conferences and speaking engagements.
- Work with media outlets to publish timely company information, such as brochures and other materials..

### Education

Bachelor of Science in Communication Applications - (State University of New York, College at Brockport)

### **CONTACT DETAILS**

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

### **SKILLS**

Strong sales capabilities,  
Strong Interpersonal  
Skills.

### **LANGUAGES**

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

### **INTERESTS**

Climbing  
Snowboarding  
Cooking  
Reading

### **REFERENCES**

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