

ROBERT SMITH

Strategic Communications Manager

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Solid background in Corporate Communications, including communications strategy and planning, corporate digital and social strategy, cross-platform content management, brand PR, community outreach, writing and editing
Proficient in managing time-critical and highly confidential projects Proven ability to quickly grasp customer needs and implement successful strategic plans
Recognized social media leader Experienced working directly with senior management and executive leadership Professional.

MAY 2014 - 2019

STRATEGIC COMMUNICATIONS MANAGER - SUPPORTLAND

- Manage marketing, media relations and communications activities for growing technology startup.
- Help with sales, marketing, investor relations and communications strategy for current and new markets.
- Write, edit and manage consumer newsletter with over 28,000 subscribers.
- Develop content for new website and web-based software user experience.
- Create sales collateral and proposals to help acquire new customers.
- Oversee company's social media presence via Facebook, Twitter, Instagram and LinkedIn.
- Create fact sheets, message platform, FAQs and other marketing materials for businesses and consumers.

2011 - 2014

COMMUNICATIONS MANAGER - ABC CORPORATION

- Designed and implemented all print materials for the parents, faculty and staff of 14 elementary schools as well as the district office [.
-] Coordinated production/project schedules in regards to structured financial guidelines [.
-] Updated testing documents in accordance with district and state regulations [.
-] Maintained teaching credential database for existing/incoming faculty while working closely with human resources and payroll to insure requirements for promotion were met by faculty [.
-] Planned faculty and administrative staff events held in the district office as well as monthly events for school district board members [.
-] Developed hands-on relationships with administration, faculty and parents [.
-] Resolved parent and teacher complaints on as-needed basis.

EDUCATION

B.A. in Journalism and Mass Communication - (University of Idaho - Moscow, ID)

SKILLS

InDesign, Photoshop, Illustrator, Adobe Acrobat Professional, PowerPoint, SharePoint, Hubspot, Mailchimp, Windows Movie Maker, Public/media Relations, Copy Editing/proofreading, Associated Press Style, Publication/website Development, Marketing And PR Plans, Spokesperson.