

ROBERT SMITH

Marketing Communications Manager

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

More than 15 years experience in advertising, graphic design, marketing, public relations and human resources experience encompassing magazine production, newsletter/brochure publications, advertising/marketing campaigns, social media, training and development, recruitment, key liaison for special projects/events, community relations, copy writing and effective resolution of customer service issues.

CORE COMPETENCIES

Proficient In Both Mac & PC-based Platforms Adobe InDesign,.

PROFESSIONAL EXPERIENCE

Marketing Communications Manager

Shale Media Group - October 2014 – 2019

Key Deliverables:

- Managed the organizations communications, social media and public relations activities.
- Responsible for the editorial, design and production of TORCH and its affiliates magazine, newsletters, brochures, flyers, forms, documents, booklets and other projects for all department events.
- Developed and implemented communications that are directed to both internal and external audiences, including the news media, policymakers and the public.
- Served as the initial contact for all news media.
- Provided support with the marketing and promotion of TORCH and its affiliates products and services by both print and electronic means.
- Managed the organizations Internet websites, social media and other electronic tools.
- Oversaw the implementation of brand parameters and participate in the overall branding of the company ensuring that all material produced in consistent with the companys image.

Communications Manager

ABC Corporation - 2013 – 2014

Key Deliverables:

- Managed all public relations, including writing and distributing news releases, developing relationships with members of the media, and coordinating media interviews for senior-level staff.
- Developed annual communications strategy for all society services, events, products, and programs while also determining appropriate methods for measuring ROI.
- Worked with international staff to promote ISPE brand internationally and write speeches for senior-level executives.
- Assisted in the management, scheduling, and production of large-scale corporate events.
- Led all social networking efforts of the society.
- Created and distributed monthly e-newsletter to 25,000+ membership.

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- Managed and promoted large-scale international awards program; included working with corporate co-sponsors and global pharmaceutical companies; managing budgets and promotional schedules; strategizing and implementing marketing campaigns; generating revenue; and analyzing ROI..

EDUCATION

- Certificate in Project Management - (The University of Texas at Austin Professional Development Center - Austin, TX)