

ROBERT SMITH

Advertising Communications Manager

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SUMMARY

Creative professional with a proven record of success during a 19-year career developing and managing multi-level communications, marketing and public relations campaigns. Strengths include writing, editing, and designing a variety of materials intended to communicate key messages to a wide variety of internal and external audiences.

SKILLS

Microsoft Office Adobe Creative Suite Macromedia Web Design Tools Miscellaneous Applications.

WORK EXPERIENCE

Advertising Communications Manager

Shale Media Group - October 2014 – 2019

- 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.
- 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.

Communications Manager

ABC Corporation - 2010 – 2014

- Lead the strategic and tactical development of member education and communication plans including all channels of communications with a segmented (targeted and personalized) focus to increase member education and engagement.
- Key accomplishment Coordinated and managed large scale change of brand image during corporate transition from BCBSF to Florida Blue Coordinate and collaborate with key business partners to negotiate the communication objectives, appropriate messages and channels of communications.
- Develop communication processes to simplify messaging to members.
- Participate in and/or lead cross-functional teams (i.e.
- Marketing Launch Readiness Team, Clinical Care Communications and Member Communications) to provide member communication perspective.

- Analyze data to ensure communication activities are aligned with outreach goals, corporate social responsibility and increased member understanding goals.
- Track, monitor and revise communication plans for efficiencies, results, member satisfaction and cost savings..

SCHOLASTICS

- Master of Arts in Education - (University of Phoenix)