

# Communications Manager

## ROBERT SMITH

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### Objective

Seasoned Communications Professional with in depth experience in creating and implementing communications strategies, effective relationship building, and program development, seeking to start a career with an established organization, offering a well-rounded dependable individual. Strong Communication skills, with the ability to create and implementing media, public relations, and communications strategies.

### Skills

Script Writing, Radio & TV Spot Production, Press Releases, News Writing, Sales & Marketing, Recruitment, Brand Strategy, Event Management, Member Services.

### Work Experience

#### Communications Manager

**ABC Corporation** - April 2013 - July 2015

- Created, implemented and oversaw all communications programs, both internal and external, to promote the Exchange and its products and services to key target audiences.
- Developed and maintained a public relations strategy to target the public, private and not-for provide sectors.
- Strategy, included but not limited to planning press releases, development and maintenance of public web content, print and online advertisements, email marketing, bylined articles, digital communications and social media campaigns corporate videos and marketing collateral as well as marketing budget development and cost tracking.
- Executed an effective marketing campaign geared towards smallholder farmers and cooperatives, including an 8-week nationwide roadshow across 10 national districts, targeting the general public.
- Coordinated regional marketing and communications strategy by partnering with EAX representatives in neighboring countries.
- Assisted the Country Manager by preparing presentations, letters and memos, both internal and external.
- Summarized and circulated useful daily media clips within and outside the region for EAX and AFEX team.

#### Communications Manager

**ABC Corporation** - 2009 - 2013

- Filled new public relations position to promote local private Classical Christian school using paid and unpaid media opportunities via print, on-line, and radio.
- Duties included Writing press releases, developing media contacts, conducting student and teacher interviews, and writing and coordinating multi-media ad campaigns.
- Coordinator and administrative support for multiple annual events open to the community.
- Managing editor and administrator for two newsletters The Reporter, a quarterly publication distributed to current families and alumni, and The Legacy, a triennial publication for Grandparent Association members.

- Managed membership for and administration Church Liaisons and Grandparent Association (GPA) programs.
- Increased GPA membership by 200% through innovative communication strategies and personal outreach.
- Left Rockbridge to seek full time employment and spend more time on Russian language related training, teaching, or other work opportunities.

## Education

Bachelors of Arts in Mass Communication - (GRAMBLING STATE UNIVERSITY - Grambling, LA)