

Robert Smith

Network Communications Manager

PERSONAL STATEMENT

Communications professional with over ten years experience in organizational marketing and communications. Creative, detail-oriented, and a self-starter with outstanding interpersonal skills. Thrives on working independently and in collaboration with others.

WORK EXPERIENCE

Network Communications Manager

ABC Corporation - August 2010 - February 2014

Responsibilities:

- Develop and manage print and online advertising campaigns for multiple stakeholders and departments designed to achieve hospital leadership goals and objectives.
- Lead strategic planning efforts and make recommendations for new business campaigns based on current system patient data, market trends, and insurance factors.
- Oversee and manage budget for multiple paid search, social media, print, and online campaigns while ensuring leadership goals and expectations are met.
- Research, write, and edit marketing collateral, including brochures, fliers, posters, print, online, and radio advertisements, social media campaigns, newsletters, web copy, physician bios, web videos, and patient testimonials.
- Manage and update multiple webpages within UPMC.com using various web design programs.
- Collaborate with other internal departments to compile market research and data to plan and prepare marketing goals.
- Supervise Communications Specialist II position and Summer Associate positions.

Communications Manager

ABC Corporation - 2009 - 2010

Responsibilities:

- Focused on directing and executing global communication strategies for functional business units throughout the enterprise. Developed, designed and creatively executed the communication objectives, strategies and tactics for internal and external programs.
- Such programs included the opening of a new international facility outside of Mexico City, Mexico, the creation of two historical books commemorating two long-standing factories, the rollout of a global resurgence of our vision and values and the movement to a global broad banding approach to career development.
- Led communication and change management projects across all levels of management and types of organizational situations displaying particular sensitivity to our international partners.
- Developed materials to positively influence employees about the

CONTACT DETAILS

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SKILLS

Google Analytics, Search
Engine Optimization,
Constant Contact.

LANGUAGES

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

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

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

reorganization efforts occurring in their functional groups, including global Human Resources, Information Technology and Marketing.

- Provided support and strategic counsel to the President and CEO and his management team.
- Directed the development, execution and measurement of an enterprise-wide Intranet training program to over 5,000 global associates.
- Strengthened employee adoption and understanding of enterprise-wide portal by executing a detailed, formal communication plan to over 14,000 global associates..

Education

B.A. in Journalism/Public Relations - (Indiana University of Pennsylvania College of Humanities and Social Sciences)