

ROBERT SMITH

Asst. Head Photo Specialist

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Spearheading the communications, media relations, and earned media, via the local, regional, and national media. This position requires an experienced and consumer savvy individual who understands how to motivate consumers to respond to excellent messaging and calls to action.

SEPTEMBER 2012 - MAY 2014

ASST. HEAD PHOTO SPECIALIST - ABC CORPORATION

- Plans and executes on-site activities of media members, photographers, and videographers attending our events.
- Learns, plans, manages, and executes new media partnerships to help the Team and Club grow its reach, frequency, awareness, and financial business.
- Understands the brand(s) vision, mission and values, the associated traits & attributes and how to consistently present the brand(s) in the written executions.
- Effectively writes a wide breadth of tactical executions including ad copy, press releases, training manuals, program overviews, website content, etc.
- Coordinates & executes media relations including player appearances, coach interviews, press conferences, gameday press operations, etc.
- Plans press events with great detail and execute those events in high quality, professional manner.
- Pitches sports, human interest, and business stories to press members and secure strong turnouts and coverage of our newsworthy events and releases.

2008 - 2012

HEAD PHOTO SPECIALIST - DELTA CORPORATION

- Stocking Ordering Management Repaired equipment.
- Printed and processed film Input customer information in systems Ordered and maintained inventory and chemicals for the lab Scanned products and .
- Responsible for the management of the Photo Center as well as the film and paper processors Responsible for ordering any and all materials necessary .
- Manage personal shifts and supervise all personal in the photo department Responsible for customer complain and resolutions Responsible for training .
- Process photo orders and customer service/sales.
- Order photo department supplies.
- Key accomplishments include Worked in sales and customer relations Maintained sales floor design and layout Managed inventory and purchase records .

EDUCATION

Bachelor's in Culinary Arts - 2007(Gainesville Job Corps - Gainesville, FL)

SKILLS

Media, Management.