

# Robert Smith

## Global Communications Manager

### **CONTACT DETAILS**

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### **PERSONAL STATEMENT**

Strategic, versatile team leader and communications professional with more than 25 years of experience delivering high-impact communications solutions that embrace the vision and purpose of the organization. Successful track record of directing the implementation of internal and external communications, social media and community relations initiatives. Strong passion for linking communications strategies to overarching business objectives, supported by highly effective tactical plans that bolster brand awareness, and inspire action among audiences and stakeholders.

### **WORK EXPERIENCE**

#### ***Global Communications Manager*** **Grantham University - 2012 - 2019**

##### *Responsibilities:*

- Provide guidance to University leadership and key stakeholders regarding proactive and reactive strategic communications solutions.
- Oversee cross-functional team responsible for community relations, events, and communication to media, employees, students and alumni, corporate partners and non-profit organizations.
- Create and manage communications plans specific to new policies, programs and services, and crisis communications.
- Reinforce brand awareness through strategic social media channels, targeted events, and monitoring/management of email campaigns and external messaging.
- Provide direction for streamlining touch points throughout student lifecycle.
- Engage staff through delivery of timely communications that inform, educate and create awareness of University activities/initiatives.
- Collaborate with corporate and military outreach division in discovery and nurturing of potential engagement opportunities.

#### ***Communications Manager*** **Trans-Bridge Lines - 2010 - 2012**

##### *Responsibilities:*

- Oversee and contribute to the internal and external communication teams for Trans-Bridge Lines, Inc.
- My external communications teams handles customer support of our email communication.
- Investigating incidents or occurrences on the field and responding with the most accurate information.
- Personally, I write all press released for the company and create press events, create content and design email marketing campaigns for both Trans-Bridge Lines and Trans-Bridge Tours.
- Create content and design for weekly newspaper ads and sponsorship ads and quarterly direct mailers.
- Also run out Bus wrap campaign, scheduling and maintaining advertising on our fleet.

### **SKILLS**

Social Media, Social Media Management, Content Development, Content Strategy, Project Coordination, Strategic Planning, Written Communication, Marketing Communications, Graphic Design, Website Design, Email Marketing.

### **LANGUAGES**

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

### **INTERESTS**

Climbing  
Snowboarding  
Cooking  
Reading

### **REFERENCES**

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

- My internal team produces 3 company newsletters per quarter, and the (internal) customer loyalty program which is employee based incentives and perks to maintain morale in the workplace..

## **Education**

Bachelor of Science in Journalism - (Kansas State University)