

# Robert Smith

## *Associate Public Relations Director*

### PERSONAL STATEMENT

Overall communications, business and marketing professional with more than 10 years of experience and a strong background and understanding of public relations, event planning and promotion.

### WORK EXPERIENCE

#### ***Associate Public Relations Director***

**ABC Corporation - September 1996 - February 2008**

##### *Responsibilities:*

- Attend and coordinate clients meetings, conferences, conventions, and seminars; facilitate all special projects.
- Assisted with the design and maintained Bruno Associates, Inc.
- Advised Newark Council Members on information relating to all aspects of public relations and provided immediate guidance to the Council in emergency situations.
- Served as a public relations consultant to the nine members Newark Municipal Council and the citys non-profit organizations relating to urban affairs.
- Provided press coverage for the Council; prepared and distributed all necessary public relations and news releases as requested.
- Attended all pre-meeting conferences, special conferences, and all regular and special agenda and committee meetings.
- Started and managed a public relations program for the hospital. Developed all news releases, annual reports, brochures.

#### ***Public Relations Director***

**ABC Corporation - 1992 - 1996**

##### *Responsibilities:*

- 7 years) Responsible for dealership marketing, public relations, and advertising compliance with General Motors.
- Designed and implemented strategies to increase consumer awareness through newspaper, radio, billboard, and direct mail.
- Promoted dealership involvement with the local chamber of commerce, schools, charities, and civic groups.
- Headed up and organized corporate teams for the American Cancer Societys Relay for Life 2 years in a row.
- Created, designed, and published monthly company newsletter for 100+ employees.
- Also worked in the business office as needed for A/R, A/P, service cashier, and switchboard operator.
- Left last time due to company closure and employee layoffs..

### Education

B. S. in Urban Studies/Public Policy - September 1988(St. Peter's College - Jersey City, NJ)

### **CONTACT DETAILS**

1737 Marshville Road,  
Alabama  
(123)-456-7899  
info@qwikresume.com  
**www.qwikresume.com**

### **SKILLS**

MS-Office,  
Communication Skills.

### **LANGUAGES**

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

### **INTERESTS**

Climbing  
Snowboarding  
Cooking  
Reading

### **REFERENCES**

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

