

ROBERT SMITH

Lead Public Relations Director

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Learning and Development experience and skills to provide real, measurable impact at an organization for the purpose of helping it deliver on its strategic business objectives and talent management goals.

EXPERIENCE

Lead Public Relations Director

ABC Corporation - SEPTEMBER 2000 - SEPTEMBER 2005

- Managing the six-person team in creating and executing strategic public relations plans for Fortune clients.
- Strategic planning and client relationship management. Leveraging traditional and digital communication tools.
- Writing executive speeches, news releases, articles, and crisis plans.
- Developing and executing media relations, employee relations and community relations initiatives.
- Created public relations/media plans for a non-profit organization to use in various districts throughout the state Assisted with the organization.
- Performed basic computer skills, conducted clear verbal and written communication, created and presented powerpoint presentations.
- Established and maintained business relationships with investors and event coordinators, researched local events.

Public Relations Director

ABC Corporation - 1998 - 2000

- Museum exploring the history of firefighting.
- Wrote press releases and produced radio commercials.
- Radio guest with appearances on local TV prior to upcoming special museum events.
- Designed advertising brochures, print media and calendar of events.
- Directed growth and development of 501 C-3 museums.
- Increased attendance 35%.
- Consistently exceeded quarterly attendance goals..

EDUCATION

- B.S. in Communications - (Georgia Southern University)

SKILLS

Google Adwords, Fax, Power point, Excel, Marketing.