

ROBERT SMITH

Communications Officer III

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SUMMARY

Marketing professional with experience in corporate marketing and communications for-profit and non-profit organizations. Conceptualize and orchestrate advertising, print and digital marketing campaigns to build brand awareness. Develop website and social media content to drive traffic and build brand reputation.

SKILLS

Photoshop, Microsoft Office, Content Management Systems, WYSIWYG, Social Media Marketing, Email Marketing, Illustrator, Indesign, Special Events, Budget Management, Budget Development, Contract Negotiation, Contract Management, Media Relations, Retail Sales, Retail Management.

WORK EXPERIENCE

Communications Officer III

Norton Museum Of Art - October 2010 – 2019

- Implement a strategic marketing communications plan to promote the Museums membership, special exhibitions, programs, lectures and weekly Art After Dark series.
- Plan and execute an advertising and online media plan to promote museums exhibitions, programs, and lectures.
- Create a digital calendar of activity ensuring total integration with the Museums marketing strategy.
- Utilize social media to engage the local community and educate tourists about Museum membership, exhibitions, adult & youth programs, and events.
- Manage the production of marketing materials and direct mail pieces.
- Manage the Museums website content (CMS / WYSIWYG).
- Creates e-mail campaigns and monthly eNewsletter.

Communications Officer

ABC Corporation - 2007 – 2010

- Receive, screen, categorize, and prioritize emergency and non-emergency calls for service.
- Receive, monitor, and dispatch radio communications traffic for Police, EMS, Fire, and Sheriffs Office throughout the county.
- Dispatch the appropriate emergency personnel to incident locations to include, but not limited to, coroner, animal control, utility crews, etc.
- Monitor a two-way radio communications and enter emergency and non-emergency data into computer aided dispatch software, and maintain contact with emergency personnel.
- Reroute calls to the appropriate Public Safety Answering Point (PSAP), or notify other agencies of calls for service that fall outside of Camden Countys jurisdiction.
- Notify other departments or agencies as needed for assistance.
- Maintain security and integrity of the office and of GCIC files.

SCHOLASTICS

- Bachelor of Science in Design - (LYNN UNIVERSITY - Boca Raton, FL)