

ROBERT SMITH

Public Relations Director/Co-ordinator

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Leadership positions and have been guided by a passion for challenging work and cultivating community growth and empowerment. Seeking a public relations position in the Northern VA, Southern CA or Pittsburgh, PA.

MAY 1997 - DECEMBER 2012

PUBLIC RELATIONS DIRECTOR/CO-ORDINATOR - ABC CORPORATION

- Maintained contact with newspapers, television stations, radio stations and other media contacts to promote and explain agency information.
- Developed, designed and directed broad public information and marketing plan which included designing and delivering informational programs.
- Developing and distributing awareness materials and publications, and serving as liaison with community agencies and organizations.
- Responsible for developing relationships and coordinating activities with other agencies, divisions, and private organizations.
- Planned and coordinated fundraisers, benefits and events Produced and hosted a cable television show, Focus on Mental Health.
- Contributed articles to The Fayetteville Observer through county governments Cumberland Matters section.
- Education and prevention activities for the Cumberland County Mental Health Center. Wrote and coordinated more than \$1million in grants.

1993 - 1997

PUBLIC RELATIONS DIRECTOR - ABC CORPORATION

- 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

graduate studies Educational Administration - (Fayetteville State University)

SKILLS

Microsoft Office, Public Relations, Communication, Writing.