

ROBERT SMITH

Public Relations Director II

E-mail: info@qwikresumc.com

Phone: (0123)-456-789

SUMMARY

Energetic and effective Public Relations Manager offering expertise in promotion and media relations. Superior writer and editorial skills that allow for effective communication to targeted audiences.

SKILLS

Media Relations, Written Communication, Editing, Management.

WORK EXPERIENCE

Public Relations Director II

Van Chamber Of Commerce - February 2013 – 2019

- Managing all aspects of media, press and public relations.
- Developing effective and targeted marketing campaigns and projects Developing long-range objectives and manageable strategies.
- Developing market partnerships within the targeted demographic product lines.
- Coordinating all aspects of media production efforts. Coordinating all logistical aspects of promotional events.
- Possessing effective ability to develop proposals, campaigns, and budgets.
- Faculty and staff informed on current activities in the dormitory Communicate with the Resident Assistants and the Resident Hall Manager.
- Managed and created all online content for the Chapter blog and social media pages; three to five articles written weekly and social media posts.

Public Relations Director

ABC Corporation - 2012 – 2013

- Exclusively representing Midnight Rodeo, Wild West, New West, Sharkeys, and San Antonio Rose (14 locations total).
- Director of marketing and promotions in all areas of online marketing including but not limited to social media, websites, email marketing, media buys (print, online, TV, radio).
- Content creator.
- Middle man for beer and liquor representatives.
- Assist in events such as grand openings and promotions.
- Director of event planning department.
- Engage with media for live music events..

SCHOLASTICS

- Bachelors of Business Administration AND Associates of Advertising - 1986(Northwood University - Cedar Hill, TX)