

# Public Relations Director

# ROBERT SMITH

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## Objective

Looking for work that fulfills not only the company outlook. Great pleasure in helping others with problems that they may have, and am willing to go the extra mile to provide excellent service.

## Skills

Communication Skills, MS-Office.

## Work Experience

### Public Relations Director

**ABC Corporation** - March 2000 - December 2003

- Identified and secured new business while cross-selling complimentary marketing services to existing clients.
- Created brand-building campaigns through the integration of social media and traditional marketing tools.
- Designed and implemented proactive crisis communications and reputation management programs.
- Facilitated strategic partnerships that maximized marketing efforts.
- Developed special events and identified speaking opportunities. Ensured projects were completed on time and within budget.
- Collaborated with advertising and graphic design teams to develop and deliver integrated, balanced marketing programs.
- Wrote articles, white papers and analyst presentations. and search engine friendly web sites.

### Public Relations Director

**ABC Corporation** - 1996 - 2000

- Provided business and technical writing services, design consultation and project management for all categories of corporate communications.
- Planned and implemented complete public relations campaigns.
- Provided grant research and writing services.
- Sales, account management and customer service..
- Selected Accomplishments Managed multiple client accounts and multiple projects for each.
- Clients included AT&T, NASA and The Health Plan of the Upper Ohio Valley..
- This is Dummy Description data, Replace with job description relevant to your current role.

## Education

Bachelor of Arts in Political Science - (RAMAPO COLLEGE OF NEW JERSEY - Mahwah, NJ)