

# ROBERT SMITH

## Senior Vice President, Director Of Business Development

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### SUMMARY

An accomplished business-getter, savvy expert and manager, has a keen eye and a deep understanding of the international art market, trends, and art history. To obtain a challenging and rewarding career in a dynamic corporate environment, seeking a position where the skills, experience, and varied abilities will be used effectively & to make each day at work learning one. An effective communicator with good relationship building, mentoring & interpersonal skills.

### SKILLS

SEO, SEM, Email Marketing, Google Analytics, Sage CRM, Social Media, Microsoft Office.

### WORK EXPERIENCE

#### Senior Vice President, Director Of Business Development

ABC Corporation - August 1986 – June 2016

- Member of the executive management team with responsibility for marketing, communications and management information systems.
- Oversaw other operational units at various times including the design studio, new product development, technical services, and customer service.
- Created and implemented an annual, integrated, multi-channel marketing communications plan and budget for domestic and international markets.
- Composed message strategy, writing and editing for print and electronic communications including email campaigns, newsletters, collateral, ads, bulletins, press releases, website content, social media, and live events.
- Curated and published content including blog posts, case studies, educational publications, and articles, some of which were also posted to an industry Thought Leaders Journal.
- Extensive experience in all elements of trade show and event marketing from budget creation to goal setting, key message development, exhibit design, pre-show promotion, on-site client engagement, through to post-show evaluation.
- Analyzed performance of marketing activities established benchmarks, conducted split testing, identified KPIs, examined results, generated forecasts, tracked conversion and revenue generated, and monitored trends to guide new strategy development and improve program performance.

#### Senior Vice President

Neuropsychiatric Hospitals - 1984 – 1986

- Supervised project and hospital development and expansion of the hospital system.
- Developed Commercial Payer Contracts.
- Oversight expansion of hospitals in 3 cities and ensured timelines, budgets and regulations were met.
- Expansion of an existing hospital by 42 beds; renovation of a VA clinic into a 56-bed psychiatric hospital; expansion of a hospital by 30 beds.

- Mapped out processes and flowcharts of organizational structure to comply with uniform operations for all hospitals.
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## SCHOLASTICS

- Bachelors of Science in Design and Art History - 1983 (University of Maryland - College Park, MD)