

# ROBERT SMITH

## Co-Founder

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### SUMMARY

Experienced Office Manager/Co-Founder with wide breadth of knowledge; specifically focused in the areas of media relations, internal communications, speechwriting, and strategy development. Clients have ranged from large global corporations to start-ups and non-profit entities. Proven record of success in creating breakthrough strategy and process to achieve maximum results for clients. Recognized as an energetic and effective leader who consistently achieves winning performances.

### SKILLS

Administration. Great Computer And Customer Service, Creative Writing, Salesforce, Sales Management, Strategic Planning,

### WORK EXPERIENCE

#### Co-Founder

ABC Corporation - January 2003 – Present

- Founded a full-service boutique public relations and event management firm.
- Expanded company to two offices in Pittsburgh and Los Angeles with multiple employees, while optimizing productivity.
- Organized and built an infrastructure, which created a cohesive team environment to support sustained future growth for the agency.
- Developed strategic public relations campaigns for clients in various industries including higher education, banking, and non-profit.
- Developed initiatives for short and long-range strategies, as well as tactical implementation.
- Secured positive media coverage for clients in respected press outlets.
- Researched, planned and executed large-scale events for clients such as multi-day festivals, awards ceremonies, black-tie galas, and fundraisers.

#### Founder/CEO

ABC Corporation - July 2000 – June 2002

- Performed on-site inspections to ensure a high level of quality, safety, and efficiency are adhered to.
- Provided leadership to labor and sales team by demonstrating customer service and job site etiquette.
- Served as the public spokesperson for the organization, delivered presentations to various groups and manages media relations.
- Maximized the companys advertising efforts in order to gain additional editorial placements.
- Secured positive media coverage and pitched press releases on a weekly basis.
- Responded to industry analyst surveys and oversaw the companys case study program.
- This is Dummy Description data, Replace with job description relevant to your current role.

## SCHOLASTICS

- Education Management Corporation - 1995 (California State University)Ph.D. in Materials Physics - (Oregon State University)Business - August 2012(John Cabot University - Roma, Lazio)