

ROBERT SMITH

Telecommunications Manager

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Dedicated communications professional with 8+ years of diverse professional background in government, healthcare and higher education industries. Effective in developing and executing strategic communications plans. Experienced in internal and external communications capabilities, including brand management, media relations, public relations writing, social and digital media, and event planning. Strong project management and leadership skills as well as the capacity to function within a team.

EXPERIENCE

Telecommunications Manager

ABC Corporation - AUGUST 2010 - FEBRUARY 2014

- Directed the internal and external communications of a multi-million dollar software development grant project, Data Conservancy.
- Oversaw a collaborative venture between the Data Conservancy and the Maryland Institute College of Arts (MICA) that resulted in a brand identity for Data Conservancy; Subsequently served as the projects brand manager.
- Implemented and managed a strategic social media network for the Data Conservancy; Increased followers on Twitter by 600% and Facebook by 90%.
- Created promotional videos for various Data Conservancy and Digital Research and Curation Center (DRCC) products.
- Coordinated project meetings locally and in other major U.S. cities, including negotiating and booking event space, food and beverage, audiovisual equipment; managed event contracts.
- Provided project management and administrative support to the Executive Director and Principle Investigator.

Communications Manager

UPMC - 2007 - 2010

- Develop and manage print and online advertising campaigns for multiple stakeholders and departments designed to achieve hospital leadership goals and objectives.
- Lead strategic planning efforts and make recommendations for new business campaigns based on current system patient data, market trends, and insurance factors.
- Oversee and manage budget for multiple paid search, social media, print, and online campaigns while ensuring leadership goals and expectations are met.
- Research, write, and edit marketing collateral, including brochures, fliers, posters, print, online, and radio advertisements, social media campaigns, newsletters, web copy, physician bios, web videos, and

patient testimonials.

- Manage and update multiple webpages within UPMC.com using various web design programs.
- Collaborate with other internal departments to compile market research and data to plan and prepare marketing goals.
- Supervise Communications Specialist II position and Summer Associate positions..

EDUCATION

- B.A. in Communications - 2000(University of Pittsburgh - Pittsburgh, PA)

SKILLS

Desktop Publishing: InDesign; Microsoft Office: Word, Outlook, PowerPoint; Camtasia Screen Recording And Video Editing Software; Public Relations & Communications; Event & Meeting Planning; Project Management.