

## Public Relations Director/Representative

# ROBERT SMITH

Phone: (123) 456 78 99  
Email: [info@qwikresume.com](mailto:info@qwikresume.com)  
Website: [www.qwikresume.com](http://www.qwikresume.com)  
LinkedIn: [linkedin.com/qwikresume](http://linkedin.com/qwikresume)  
Address: 1737 Marshville Road,  
Alabama

### Objective

A Business Development Executive that will effectively utilize marketing and relationship building experience, sales training, creativity, and loyalty to a career within a company with growth potential.

### Skills

Public speaking, Social Media Management, Task delegation.

### Work Experience

#### Public Relations Director/Representative

**Morrisville State College** - October 2009 – 2019

- Produced, scripted & distributed video press releases to Television, Radio and Newspaper contacts for grand openings, prize giveaways.
- Planned, organized and hosted store grand openings and sales incentive trips for top contractors.
- Responsible for travel, food, lodging, entertainment. Wrote and distributed National press releases.
- Processed grants and community funding requests and dispersed donations.
- Supervised hot air balloon team and planned flights.
- Created press releases for distribution to the Central Florida Future Newspaper and Orlando Sentinel Communicated marketing objectives.
- Manage all internal communications, including staff, the Board of Trustees, Foundation Council, and special committees.

#### Public Relations Director

**Hardrock Haven.net** - 2004 – 2009

- Hardrock Haven.net Label relations manager with major labels like Universal Music, Fontana, Warner, Sony; with independents like Victory Records, Century Media, Roadrunner, The End Records, Massacre Records, Nuclear Blast; and approximately 60 other labels.
- Act as senior editor on all reviews/interviews/editorials before they go live.
- Includes ensuring all content strictly follows AP style guidelines.
- Manage a team of writers to provide industry-wide coverage including reviews, interviews, editorials, etc.
- Coordinate live show coverage with the writers, including obtaining press/photo passes and media access for Hardrock Haven.
- Assign album/artist coverage to staff writers.
- Interviewed industry legends like Geoff Tate, Art Alexakis, Vinnie Appice, Stephen Percy, Jay Jay French and at least a hundred others..

### Education

Masters in Recreation Administration and Education - January 1988(University of Toledo)