

## Co-Founder

ROBERT SMITH

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## Objective

Co-Founder is to be responsible for engaging members in political and issue based campaigns for the organizations, including the fight for 15 and climate change work, with standing with Women & Families among others

## Skills

Management, Organizing.

## Work Experience

### Co-Founder

**ABC Corporation** - 1998 - 2002

- Develops strategic campaign plan for local and state campaigns that promote the vision and mission of the organization;
- Develops and implements comprehensive plan for membership recruitment, engagement, and leadership development of members;
- Manages and motivates the team of organizers for the issue-based campaigns;
- Collaborates with the Sr. Vice President of Operations and Executive Director & Co-Founder to ensure programmatic and campaign goals are being met;
- Works with Political & Civic Engagement Director to build relationships with local partners as they relate to specific campaign plans;
- Provides supervision and management to organizers, volunteers and campaign partners.
- Develops business plan including value proposition, product roadmap, revenue model, marketing strategies, traction generation, technical execution and fund raising.

### Co-Founder

**Delta Corporation** - -

- Large scale event coordination which includes managing and coordinating multiple service providers to produce a seamless and customer focused outcome .
- Meet residents lawn and outdoor maintenance needs Manage Excel spreadsheets with customer/account information Maintain power equipment Provide .
- Managed email marketing campaigns to acquire new customers and ensure retention of existing users; - Experienced in e-commerce development and .
- Promoted it through effective combination of SEO and paid advertisement.
- Actively used Google Analytics and AdWords to drive traffic; - Effectively manage social media presence and established strong brand recognition in .
- Acquired 11 K customers; - Managed web site update and promotional actions; - Maintained maximum efficiency of logistics through batching and .
- Working with intercity youths.

## Education

Master in Business Administration in Business Administration - (Babson College FW Olin  
Graduate School of Business - Wellesley, MA)