

ROBERT SMITH

Public Relations Director/Analyst

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

An experienced public relations practitioner and hospitality manager with over a decade of experience in consumer satisfaction with versatile skills is looking to obtain a management position.

CORE COMPETENCIES

Public Relations, Public Speaking, Fundraising, Management.

PROFESSIONAL EXPERIENCE

Public Relations Director/Analyst

BARAKAT RESTAURANTS - October 2011 – 2019

Key Deliverables:

- Collected consumer data to develop new content and copy for company websites and social media campaigns.
- Assisted in opening one of Little Rocks 2014 Best New Restaurants and development of website, social media content.
- Served as event venue manager for Harvestfest, Holidays in Hillcrest, among others.
- Managed communication plans with mass media by utilizing fact sheets, photos, information about the restaurant and hosting open houses.
- Charge of sales for private dining and event coordination with multiple companies throughout Little Rock and Conway, Arkansas.
- Established an e-newsletter database with Fishbowl to distribute newsletters to clientele about all that Barakat Restaurants has to offer guests.
- Charge of communicating internal messages between upper management and all other departments.

Public Relations Director

ABC Corporation - 2009 – 2011

Key Deliverables:

- Covered tweets for clients during 2014 Flash Summit and VM World.
- Monitored and analyzed client media coverage by compiling weekly reports.
- Prepared award submissions for Skyera, Tegile and other data storage start-ups.
- Ethos Magazine Eugene, OR Public Relations Director June 2012 - June 2014
Redeveloped Ethoss distribution system, which resulted in a 35 percent increase in readership.
- Created marketing strategies for Ethoss annual music concert that had over 250 in attendance, a 40 percent increase from previous year.
- Led a team of 30 PR staff in the coordination of publicity events and planned in-house events for 180 staff members.

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- Managed and updated Ethoss social media accounts..

EDUCATION

BA in Public Relations - 2011(UNIVERSITY OF CENTRAL ARKANSAS - Washington, DC)

