ROBERT SMITH

**Content Strategist/Analyst**

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Transform research, user data, and analytics into effective, dynamic content strategies that span across all online platforms.

**EXPERIENCE**

**Content Strategist/Analyst**

**W2O Group - OCTOBER 2015 – 2020**

* Secured the homepage of one of healthcares top trade pubs
* Provided content strategy and copywriting for PR crisis simulations, plus future guidance.
* Created PR crisis simulations for large telecom groups, focusing on mitigating worst possible scenarios.
* Planned and sometimes executed content for internal or external deliverables, primarily on digital assets.
* Revamped website for unbranded big pharma websites.
* Crafted sitemap and content strategy to preserve search integrity.
* Developed content that satisfies visitors while pushing them into the pharma company’s funnel.

**Content Strategist**

**ABC Corporation - 2014 – 2015**

* Wrote, edited, and proofread all original content on the hospitals website, spanning over thirty different medical departments.
* Advanced the business goals of the hospital by maximizing the commercial impact of the content.
* Analyzed the competition and the marketing weak points of the existing content to make suggestions and changes for optimal improvement.
* Designed the layout of the websites navigation, including creating a cohesive interior page layout throughout its entirety.
* Used advance SEO and marketing strategies to ensure a greater amount of clients visit the website and use Kennedys medical services.
* Spoke and collaborated with the representatives of many diverse departments within the hospital and the marketing department.

**EDUCATION**

communications and government (double major) - 1999(University of Texas)

**SKILLS**

Content Strategy, Public Relations, Social Media Marketing. 2