

CHRISTOPHER C. SMITH

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KEY SKILLS AND ABILITIES

- Account Management • Strategic Planning • Public Relations • Social Media Analytics/Tools • Media Coverage • Data Research
- Historical Research • Fact Check Research • Analytical Thinking • Critical/Objective Thinking • People Skills • Investigation
- Customer Relations • Google Analytics • Organizational Skills • Content Writing • TV News • Deadlines • Social Media Campaign
- Broadcast Journalism • Brainstorming • CTR (Click Through Rate) • Problem Solving • Teamwork • Decision Making
- Scheduling/Coordinating • Working Under Pressure • Local News Stories • National News Coverage • HTML/CSS

WORK HISTORY AND ACHIEVEMENTS

COLONIAL LIFE INSURANCE

Benefit Councilor

- Cold calling small/medium companies daily
- Sold insurance benefits to the company
- Talked to people to find their needs and helped them pick the best benefits for them and their family

NEBRASKA BUILDING PRODUCTS, OMAHA, NE

Project Manager/ Sales Assistant

- Manage crews on projects and made sure they made deadlines
- Bid and schedule projects
- Communicate with job site superintendent to make sure the job went smoothly

KPTM FOX42 NEWS, OMAHA, NE

Assignment Editor

- Manage and delegate news stories to five reporters and one photographer. Track progress to ensure they met deadlines.
- Enhance station's CTR (Click Through Rate) by using extensively searched words/phrases in the story's headline, and Google's QDF (Query Deserves Freshness) algorithms, and additional SEO strategies.
- Increased station's social media views by 15%, using social media algorithms.
- Identify daily news for newscast and reporters to cover.
- Compose news stories for the station's website and newscast on daily basis.

NATIONAL EVERYTHING WHOLESALE, OMAHA, NE

Corporate Accounts Manager/SEO Specialist

- Increased Internet sales by 20%, with internal linking, and optimizing company's landing page.
- Improved company's organic search results by using, new, comprehensive, and relevant content in product descriptions. Indexed company's website; back linked from bloggers and forums.
- Monitored Google Analytics, and the website's SERP (Search Engine Results Page).
- Grew CTR by using engaging content, product pictures, and other SEO devices.
- Facilitated company's largest account by being point of contact, helping the account during transition phase. Ensured their products were delivered on time; notified them if not, and found suitable replacement for account's needs.

JONES PR, OMAHA, NE

Public Relations Specialist

- Accommodated clients' needs regarding what kind of media coverage they sought.
- Communicated with reporters worldwide, and pitched story ideas that were relevant to clients' business.
- Built trusting relationship with reporters; seen as an asset when they were looking for story ideas.
- Gained local and national news coverage for clients from broadcast news stations, bloggers and magazines.
- Added Tier One News Publications for clients, such as Yahoo News.
- Increased clients' media coverage by using back linking and Google's QDF.

EDUCATION

BA in Broadcast Journalism & History (Double Major)

University of Nebraska at Omaha

President of National Broadcasting Society, Omaha Chapter

Additional Training:

AIM Institute: HTML & CSS Bootcamp: Completion Date 10/08/2020

Currently Learning JavaScript