

# Robert Smith

## Blog Writer

### PERSONAL STATEMENT

As a Blog Writer, responsible for creating articles or stories that engage the reader, and market a company's or brands' products and services.

### WORK EXPERIENCE

#### Blog Writer

ABC Corporation - January 2000 - October 2004

##### Responsibilities:

- Developed and edited informative, highly engaging, and concise content for our website and social media platforms.
- Worked collaboratively with Content Manager, graphic designer, company executives, and internal stakeholders to understand business needs.
- Presented ideas for ongoing content development.
- Researched and learn about new topics, competitors, industries, and processes, to present fresh, new angles and ideas Wrote in multiple voices and styles for various channels, predominantly website, blog, email, social, and ad copy
- Developed, researched, and wrote clear and compelling content for higher education topics to engage and retain visitors
- Collaborated with the marketing team to develop creative concepts for digital and print ads
- `#{job_description7}`

#### Blog Writer

Delta Corporation - 2009 - 2013

##### Responsibilities:

- Ensured that all materials aired meet NPR program standards and practices, including standards of fairness, objectivity, and balance.
- Supervised at least 3 direct reports, including preparing their regular performance reviews, and making effective recommendations regarding any hiring, promotion, and discipline for these positions.
- Produced well-researched, well-written content for digital and print.
- Drew on industry best practices, current events and trends, customer needs, and company objectives to generate ideas for engaging content. Collaborated with designers, demand generation, communications, product marketing, sales, and external influencers and industry experts to produce and promote relevant content that meets the needs of both key stakeholders and our audience. Wrote creative, compelling, and strategically minded copy, thinking creatively and strategically in equal measure.
- Contributed to projects in all written and verbal practices naming, voice, messaging and content strategy, and content creation.
- `#{job_description26}`
- `#{job_description27}`

### CONTACT DETAILS

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[www.qwikresume.com](http://www.qwikresume.com)

### SKILLS

Follow-up Skills, Photo Editing Skills, Social Networking Skills.

### LANGUAGES

English (Native)  
French (Professional)  
Spanish (Professional)

### INTERESTS

Climbing  
Snowboarding  
Cooking  
Reading

### REFERENCES

Reference - 1 (Company Name)  
Reference - 2 (Company Name)

## Education