

ROBERT SMITH

Copywriter/Translator

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Seasoned hospitality industry service, sales and marketing professional with demonstrated relationship and revenue building skills. A savvy motivator and creative seller with the versatility to engage and delight customers, conceive and implement sales and marketing plans, create and direct communication programs and lead others in exceeding goals. Provides proven insight and expertise building business and businesses, determining new profit opportunities, increasing product and service sales and boosting productivity and morale.

1988 - 1990

COPYWRITER/TRANSLATOR - ABC CORPORATION

- Conceived and implemented marketing strategies, managed projects for retail service center division of international automotive manufacturer.
- Wrote ads, direct mail, sales promotion and incentive programs, signage, point of purchase materials, newsletters, credit card promotions, statement stuffers, training and recruitment materials, corporate communications and executive policy statements.
- Tasked to build enthusiasm and sales at 1,200+ service centers, while generating superior customer service.
- Conceived, developed and implemented new sales communication program that positively influenced morale, service and sales.
- Selected to manage production of presentations for National Sales Meeting within 45 days.
- Mastered new software to create presentation, interfaced with senior management to compose and edit script content, managed outside vendor administration.
- Resulted in on-time, on-budget delivery of presentation, and recognition for achievements at National Meeting.

1983 - 1988

COPYWRITER - ABC CORPORATION

- Wrote product copy for web and print for a variety of fashion genres (skate/surf/streetwear) in a voice that adhered to each brands image.
- Hired to revamp existing product copy and bring product copy to a new level.
- Wrote marketing copy for email and text message promotions.
- Worked closely with the SEO team to produce quality website content.
- Wrote and edited daily blog content which was further networked by way of multiple social media channels.
- Coordinated, wrote, and edited interviews with high-profile athletes and acquired relevant assets.

- Worked closely with the marketing team to manage press materials and wrote copy for event and in-store signage..

EDUCATION

Communication Institute - (BOSTON UNIVERSITY)

SKILLS

Server, Bartender, Hospitality Industry, Marketing, Customer Service, Business Management, Office Management, Advertising, Promotions, Sales, Incentive, Administrative, Legal Administrative, Host, F & B Sales.