

ROBERT SMITH

Corporate Communications Specialist I

info@qwikresume.com | [LinkedIn Profile](#) | [Qwikresume.com](#)

Strategic communications professional with more than nine years of corporate experience developing and implementing innovative digital, internal and external communication strategies and systems that engage various stakeholders, elevate brand awareness, influence public opinion and deliver results. Agency subject matter expert in areas of: internal/external communications, content strategy, digital asset management, brand activation, media relations and online/digital metrics, based on current industry best practices.

EXPERIENCE

Corporate Communications Specialist I

ABC Corporation - JANUARY 2013 - OCTOBER 2015

- Managed for internal agency communication initiatives, website and development and digital/social media all assets.
- Developed systems and branding strategies that resulted in product sales totaling more than \$3M annually for the D.C.
- Developed new internal communications strategies to shift agency culture and increase employee engagement among more than 100 employees.
- Managed all aspects of communications campaign planning; launch execution, optimization and recap reporting.
- Supported agency initiative of increased employee communication engagement by developing successful employee reach strategies based on internal survey of employees, policies, development programs and corporate social responsibility missions.
- Oversaw of agency intranet content, announcements, newsletters and promotions and events and developed quality messaging for senior management to educate and engage various audiences on agency mission, its business strategies, products and services, and culture.
- Created and implemented of appropriate, effective internal and external communication such as bi-weekly internal newsletter, media kits, fact sheets, website content, key messages, communications plans, news releases, media pitches, newsletters, industry features, presentations, speeches, social media posts and other print and digital publications.

Corporate Communications Specialist

Delta Corporation - 2009 - 2013

- Was part of a core team that built the Communications Department at ARC.
- Developed and implemented communications strategies designed to create awareness about ARC externally and engage employees

internally.

- Launched internal employee communications tactics to align employees under the new ARC brand identity.
- Key Responsibilities Developed monthly employee newsletter Created content for the employee intranet Oversaw material development for company.
- Wrote and scheduled release of network communication advisories for Wyeth Consumer Health; compiled and published Information Systems employee.
- Managed communications team (5 employees) Developed internal communications plans for Sears Regional Credit Center, New Orleans Managed.
- Developed and implemented project-level communication plans including strategies, timelines and tools for enterprise-wide initiatives.

EDUCATION

- Bachelor of Science in Journalism - (FLORIDA A&M UNIVERSITY - Tallahassee, FL)

SKILLS

MS Office, Management.