

# ROBERT SMITH

## Events Specialist III

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

Seeking a career position that will utilize extensive background in sales, marketing, customer relations, or event planning. Open to training in new fields and accepting an entry level position if necessary.

## EXPERIENCE

### Events Specialist III

#### Tribune Publishing - 2012 - 2020

- Ability to create custom sales materials and Events specifically tailored to fit desired partners needs outside of our Signature Event offerings.
- Maintained and grew Sponsor Relations, while acting as a liaison between creative marketing, production and advertising teams to ensure all sponsor deliverables are executed.
- Strong understanding of Publishing and Broadcast Media that best meets Sponsor needs.
- Created financial revenue tracking reports and analytics to evaluate the value and results of each events success.
- Effectively wrote scripts, program copy for events and headed promotional material production.
- Implemented new software programs with 3rd party vendors in order to make event registration and ticket purchasing faster and easier for guests.
- Prepare sample cart Cook product and set up materials for the product so customers could take the sample

### Events Specialist

#### ABC Corporation - 2011 - 2012

- Served as the "Detailed Expert"; I worked as the planner and coordinator for all groups and events.
- it was my duty to build a relationship with partnering companies and ensure all of their requests were met.
- Communicated with people face-to-face, and electronically daily.
- And worked with a variety of people with different backgrounds and cultures.
- Was a key contributor to marketing and sales strategies for the company.
- Working off Microsoft Office, I created Excel spreadsheets and flyers for the Sales Team..
- This is Dummy Description data, Replace with job description relevant to your current role.

## EDUCATION

- Bachelor of Arts in Communications Sciences - (UNIVERSITY OF CONNECTICUT - Storrs, CT)

## SKILLS

Event Marketing, Project Management, Advertising.