

ROBERT SMITH

Marketing Communications Consultant III

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Organized, enthusiastic, and detail-oriented administration, communications, and marketing professional with 12 years of experience. Areas of expertise include research, print and web content development, project management, document editing, customer service, public speaking, and time management in dynamic and fast-paced environments.

EXPERIENCE

Marketing Communications Consultant III

ABC Corporation - JANUARY 2008 - APRIL 2010

- Supervised recruitment, staffing, performance management, employee communications, regulatory and legal compliance, employee orientation, compensation, benefits, and corporate policies.
- Reduced costs by \$10,000 by streamlining operations.
- Implemented new HR hiring practices and decreased cycle time in the hiring process by five days.
- Provided full-service print solutions and strategies.
- Provided consulting services to various RR Donnelley business units to increase execution capabilities, and improve cycle time, consistency, quality, and brand adherence.
- Planned yearly symposium and improved show attendance by 75% over the previous year.
- Developed creative content for corporate, pre-media, and photography websites.


Marketing Communications Consultant

Delta Corporation - 2004 - 2008

- Developed vertical industry campaigns FOR healthcare, professional services, and education Managed channel marketing programs.
- Provided strategic marketing communications planning, production, and implementation services for small business clients.
- Able to identify marketing priorities through discussions with key leaders.
- Assisted with client Search Engine Optimization (SEO) copywriting needs Successfully attained clients through 100% referrals.
- Managed media strategy- including press, mailings, and advertising for Dan Wiseman for PA State House Representative in Pittsburgh, PA.
- Developed and implemented effective marketing/communication plans, identifying new markets, leading to a 15% increase in growth for a Dallas-based.
- Coordinated networking and community events, panel discussions; wrote press releases and responded to media regarding general information and events.



EDUCATION

- Master of Science in Healthcare Communications - 2012(Boston University - Boston, MA)
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SKILLS

Strategic Planning, Forecasting, Implementation Traditional.