

# Robert Smith

## Marketing Communications Specialist

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### SUMMARY

Creative, thorough, innovative, and analytical Marketing Communications Specialist who has worked under the marketing, public relations and internal communications areas of the overall communication umbrella. Well-rounded perspective on communication planning, execution, and measurement to design and execute a company's overall communications strategy. Demonstrated ability to operate efficiently and successfully in large, complex, global organizations.

### SKILLS

Marketing Communications Strategies & Campaigns, Crisis Communications, Product Branding, Web & Print Content Development, Focus Group & Market Research, Sales Collateral Development, Public & Media Relations, Product Launch & Phase-Out, Event Planning, Presentation Development.

### WORK EXPERIENCE

#### Marketing Communications Specialist

Great Lakes Solutions, A Chemtura - 2010 - 2014

- Led development and launch of new brand identity for the business unit, as well as the rebranding of certain product lines.
- Led development and launch of new website for the business unit, in addition to several issues-oriented microsites.
- Developed and implemented trade show/conference strategy, budget, and calendar for the business unit.
- Handled all aspects of participation when business exhibited. On average, this included 6 U.S. Events and 1 in China, Germany, and India.
- Responded to all media inquiries to the business and cultivated earned media opportunities with industry/trade publications. Reduced response time on media response from several days to less than 24 hours.
- Developed communication strategy and plans for planned acquisition of India company, including the development of a transitional website.
- Implemented standard business process for preparation and approval of public announcements and press releases.

#### Executive Assistant To EVP & President

Great Lakes Solutions, A Chemtura - 2001 - 2010

- Provided accurate, deadline-driven support executive and leadership team.
- Coordinated travel arrangements including complex international and domestic arrangements, visa preparation/renewals.
- Drafted as appropriate communications to internal and external constituents.
- Planned and executed the conferences/meetings (100+ attendees) and other special events.
- Developed and designed all presentations, including board and investor day.
- Defined the team operating standards and monitored the essential procedures.
- Exercised management authority in performance reviews, pay decisions, recruitment, discipline, and other employment decisions.

### EDUCATION

Political Science - 1986 to 1990(Indiana University - Bloomington, IN )