

# Media Relations Coordinator

## ROBERT SMITH

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### Objective

Seeks to obtain an administrative position within a media, design, or public relations organization. Highly analytical and organized with a demonstrated ability to improve efficiency and effectiveness of programs.

### Skills

Proficient in Microsoft Office Suite, Cision, Critical.

### Work Experience

#### Media Relations Coordinator

**ABC Corporation** - June 2009 – June 2013

- Made communications plan recommendations to upper management including the Chief of Staff and Commissioner for NPNH that were included in a national report in 2013.
- Produced approximately 50% of all media output for 10 divisions of National Parks during the aftermath of Hurricane Sandy.
- Co-wrote an official review of the crisis communication plan for the region, recommendations have been adopted at parks.
- Created a targeted media contact list of 300 local, national and international contacts.
- Personally grew the Twitter followers for the Statue of Liberty from 1,000 to 9,000.
- Served on a team that grew the Facebook audience for the Statue of Liberty to 175,000 within 3 years.
- Managed 5 simultaneous projects of varying complexity from inception to completion, meeting 100% of all goals and deadlines.

#### Media Relations Coordinator

**Delta Corporation** - 2004 – 2009

- Received a Minority Fellowship to support the outreach activities for the Southern California Earthquake Center (SCEC), in particular the Great .
- Provided administrative support to the SCEC Associate Director and Director, Communications, .
- Managed media requests pertaining to the team during the regular and off-season Handled updating of team media guide, including player bios, staff .
- Citywide public policy campaign to maintain the mayoral governance structure of the Cleveland Municipal School District.
- The issue won overwhelmingly 72 to 28 percent.
- Crafted and executed the campaigns media relations strategy Served as campaigns spokesperson to the media.
- Currently creating a strategic communication plan to help build church visibility.

### Education

