

Robert Smith

PR Assistant

PERSONAL STATEMENT

PR specialist with 3+ years of experience in marketing and corporate public relations. Pitched press releases to the most prominent industry magazines to secure over 20 leads a month in top media outlets. Ensured appropriate placement of product information. Helped increase clients annual sales by up to 40%.

WORK EXPERIENCE

PR Assistant

ABC Corporation - June 2012 - September 2012

Responsibilities:

- Implemented the media, exhibition, large-scale marketing/ public relations activities, and developed the PR strategy.
- Made analysis of market demand, target groups, and media, publicity schedules according to the strategy and cost.
- Put forward a series of ideas and available marketing plans or advice to managers, and tracking the whole process.
- Arranged advertising status weekly/ monthly, analyzed the effect of kinds of ads and put forward reasonable suggestions.
- Followed up advertising project implementation, maintained daily communication with media channels.
- Supervised operation process and planning execution of the entire project, often communicated with customers.
- Worked with Wrestling Organization to develop a brand, social media, and collateral pieces.

PR Assistant

Delta Corporation - 2009 - 2012

Responsibilities:

- Assistant event planner.
- Scheduled client interviews in multiple regions of the country.
- These interviews included radio, television, and newspaper.
- Created press releases, and all documents and files needed by the head publicist of the tours and artists.
- Completed various tasks and projects under Biolas PR director.
- Assisted with internal communications.
- Researched and communicated with media.

Education

Bachelor in Economics - (University of Oregon - Eugene, OR)

CONTACT DETAILS

1737 Marshville Road,
Alabama
(123)-456-7899
info@qwikresume.com
www.qwikresume.com

SKILLS

Social Media
Management, Press
Releases,
Communications,
Fundraising, Editing,
Adobe Creative Suite,
Microsoft Office Suite,
Salesforce.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference - 1 (Company
Name)
Reference - 2 (Company
Name)