

ROBERT SMITH

PR Coordinator

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SUMMARY

Seeking a PR Coordinator position with an outstanding career opportunity that will offer a rewarding work environment along with a winning team that will fully utilize management skills.

SKILLS

The organization, Writing, Editing, Project Management, Time Management, Social Media.

WORK EXPERIENCE

PR Coordinator

ABC Corporation - February 2012 – June 2013

- Wrote and distributed press releases.
- Worked with media covering Savannah, Visit Savannah, or the Chamber.
- Assisted media familiarization trips and visiting travel writers.
- Tracked media interactions and placements.
- Developed pitch plans; pitched stories to targeted media that coordinated with greater marketing strategy.
- Promoted events in local/regional calendars; managed the Visit Savannah events calendar.
- Crafted headline and body copy for Visit Savannahs new creative campaign.

PR Coordinator

Delta Corporation - 2008 – 2012

- Planned and executed public relations and social media strategies for consumer-facing clients.
- Served as the primary contact on client accounts and managed client expectations.
- Obtained media placements and maintained relationships with reporters at top-tier national and local media outlets.
- Drafted communication materials according to A.P style, such as award winning applications, technical tradeshow abstracts, editorial content, media .
- Daskocil Manufacturing Co. Don Pablos Restaurants.
- Assist in the design of flyers and posters Responsible for drafting emails regarding events, meetings, and fundraisers to over 400 students.
- Responsible for management of all social media accounts.

SCHOLASTICS

- MS