

## PR Director

# ROBERT SMITH

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## Objective

Seeking a full-time entry-level position that demands and appreciates hard work, inspires passion, and provides room for learning and growth. The perfect opportunity would allow me to expand on my skill set and propel a rewarding career in a creative field.

## Skills

Adobe Illustrator, Story Assistant.

## Work Experience

### PR Director

**ABC Corporation** - 2010 - November 2013

- Oversaw all PR efforts and manage PR Coordinator.
- Created strategy and identified appropriate press opportunities.
- Maintained communication with national and international editors and stylists.
- Wrote all press materials, website content and managed social media.
- Managed Website Designer for the redesign and maintenance of brand website.
- Brainstorm and approved blog content.
- Secured feature stories and product placement.

### PR Director

**Delta Corporation** - 2010 - 2010

- Promotional Director and Recording Secretary Organizing softball and volleyball leagues for all ages.
- High volume of calls.
- Bookkeeping / Computer Work (MS Office) / Promotional Duties.
- Designed a system of year- round giving in accordance with the principles of abundance of self and money.
- Design, promote and sell Informatics merchandise.
- Plan and advertise weekly and quarterly social events for the major.
- Communicate announcements to the student body on behalf of the Directors.

## Education

Bachelor Of Arts In Sociology