Public Affairs Manager

ROBERT SMITH

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Objective

Public Affairs Manager professional with extensive experience in media relations, grassroots advocacy, social media, marketing, promotions and corporate communications. Utilizes outstanding interpersonal skills to coordinate with internal and external resources, creating a better understanding of and creating support for a company's initiatives and programs.

Skills

Fluent: English/Spanish, Business Proficient in Mandarin.

Work Experience

Public Affairs Manager

ABC Corporation - 2013 – 2014

- Managed internal and external communications programs, as well as oversaw media relations for the largest domestic investor-owned water utility in New England.
- Oversaw redesign and content management of the companys website, to make it easier for customers, shareholders, news media, and other site visitors to find information and contact the company.
- Managed and produced internal and external company videos.
- Responsible for crisis communications management.
- Represented company at meetings with public officials and customers.
- Met regularly with the Department of Public Health representatives to ensure compliance with mandated drinking water quality communications.
- Oversaw the development of an annual survey of town officials and public opinion leaders.

Public Affairs Manager

Delta Corporation - 2009 – 2013

- Oversaw crisis communications response for the 9/11 terrorist attack -Managed communications, both external and internal, creating advertising, marketing.
- Developed and executed programming to recruit and train over 125 members to demonstrate local support for the organization, culminating in over 1,500.
- San Francisco Public affairs and event manager for community building activities following major chemical spill in Mount Shasta, California Created.
- Facilitated media coverage of exercises and events by liaising with outside media agencies, allowing onsite access, providing media guidelines.
- As a departmental manager, closely worked with executive and senior staff to develop CCSEs outreach, policy, legislative and regulatory agendas.
- Led a three-person team and guided the development of key relationships with local, state, and federal elected officials and regional stakeholders.
- Highlights include Led all public-facing, community, and industry outreach initiatives including organizations policy analysis and legislative.

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Education

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