ROBERT SMITH

Public Relations Director

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SUMMARY

Work in an environment that challenges me to continue learning and be able to help and learn from my peers. Also to be able to use my creative skills to enhance all aspects of design in relation to the marketing design field.

CORE COMPETENCIES

Microsoft Office, Customer Service, Marketing Communications.

PROFESSIONAL EXPERIENCE

Public Relations Director

ABC Corporation - April 2000 – August 2000

Key Deliverables:

- Developed public relations collateral and publicity campaigns on facilities, services, and programs for the Armys Morale, Welfare & Recreation program.
- Coordinated publicity through media venues in the local communities.
- Created strategic media plans prior to each event.
- Participated in community events and organizations to foster rapport with local communities.
- Served as webmaster for the Morale, Welfare & Recreation web site.
- Programmed electronic signs used for public relations announcements.
- Prepared briefs and acted as spokesperson for Morale, Welfare & Recreation.

Public Relations

ABC Corporation - 1995 – 2000

Key Deliverables:

- Joel Fuhrman, MD is an author and internationally known diet guru based in Flemington, New Jersey.
- Researched relevant health and fitness news and posted articles to promote Dr.
- Fuhrman online; planned weekly editorial calendars to include a variety of content, e.g., news, recipes, success stories, advice, etc.
- Conducted online public relations, e.g., getting Dr.
- Fuhrman high-profile news coverage, such as The Washington Post and LiveStrong.com, mentioned on The Howard Stern Show, two feature interviews on Howard 100 News, and syndicated DiseaseProof.com content through Reuters.
- Reported Web traffic; increased DiseaseProof.coms total traffic, consistently.
- Worked with Web Development Company to redesign DiseaseProof.com to better appeal to core markets, e.g., vegans and vegetarians, foodies, the health conscious, medical professionals, and environmentalists..

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EDUCATION

B.A. in Mass Communication - (WINONA STATE UNIVERSITY)

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