ROBERT SMITH

Publicity Assistant

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SUMMARY

Hardworking, organized Publicity Assistant professional with a proven background delivering sensible technology solutions on time and under budget while working as a team member or team leader. Fluent in speaking, and translating technical.

SKILLS

Data Entry, Public Assistance Programs.

WORK EXPERIENCE

Publicity Assistant
ABC Corporation - June 2015 – January 2016

- Coordinated book giveaways across a variety of digital platforms.
- Executed monthly data review and analysis for a digital campaign and website performance using Google Analytics.
- Drafted press releases, media alerts, event listings, and more.
- Created and monitored CWPR blog content and weekly newsletter.
- Assisted in creating social media campaigns for all active accounts.
- Developed new CWPR social media accounts.
- Gathered assets and marketing materials as needed.

Publicity Assistant
Delta Corporation - 2017 – 2020

- Prior to my tenure at Atlantic, these items were simply discarded and I recognized an opportunity to simultaneously reduce waste and give back.
- Prepared and distributed press releases and media blasts.
- Compiled and distributed daily press clippings.
- Set up press screenings, special events, and handled check-ins.
- Managed and organized press invitations and press requests.
- Compiled and distributed lists, such as screening attendee lists and reaction memos.
- Created and maintained calendars and reports.

SCHOLASTICS

- High School Diploma

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