

# Robert Smith

## Publicity Assistant

### PERSONAL STATEMENT

Seeking a Publicity Assistant to work closely with the Associate Publisher and Assistant Director of Publicity in an active capacity within a creative and dynamic publishing program. Tremendous and unique opportunity to work on a small, highly focused team.

### WORK EXPERIENCE

#### **Publicity Assistant**

**ABC Corporation - September 2000 - March 2005**

##### *Responsibilities:*

- Executed public relations efforts for CMT original programming (scripted and unscripted) and tentpole events, including writing, editing, and distributing press releases, pitching media, and contacts databases.
- Supervised the daily duties of the publicity department and for culminating the weekly publicity report.
- Wrote copy for press kits, mailers, event and screening invitations, talent biographies, episodic loglines, social media, and press website.
- Established and maintained cooperative relationships with representatives of the media, artists, artists teams, and base team.
- Generated interesting story angles for the CMT brand when pitching national, regional, and local media.
- Oversaw department and specific project budgets, executed vendor contracts and handled other financial duties as necessary.
- Created press releases and presented media pitches to maximize product exposure and coordinate author tours.

#### **Publicity Assistant**

**Delta Corporation - 2006 - 2015**

##### *Responsibilities:*

- Compiled multiple email lists in order to send out promotional e-blasts so as to garner better attendance at advance screenings Utilized social media.
- Searched local newspapers daily for mentions of films to make press clippings.
- Played a key role in preparing press kits for all hardcover titles.
- Handled the posting releases on the Harper Business website.
- Organized promotional events including interviews, press.
- Assisted the Publicity Department in daily activities and administrative duties.
- Handled tour press for artists upcoming tours and press days.

### Education

GED

### **CONTACT DETAILS**

1737 Marshville Road,  
Alabama  
(123)-456-7899  
info@qwikresume.com  
[www.qwikresume.com](http://www.qwikresume.com)

### **SKILLS**

Customer Service, MS  
Office, Adobe Photoshop.

### **LANGUAGES**

English (Native)  
French (Professional)  
Spanish (Professional)

### **INTERESTS**

Climbing  
Snowboarding  
Cooking  
Reading

### **REFERENCES**

Reference - 1 (Company Name)  
Reference - 2 (Company Name)