

# ROBERT SMITH

## Publicity Coordinator

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

---

### SUMMARY

Motivated and highly productive Publicity Coordinator professional with a research background. Detail-oriented with strong skills in multi-tasking and efficient management of day-to-day office operations. Adept at building and maintaining effective working relationships with co-workers and interpersonal skills.

### CORE COMPETENCIES

Adobe Photoshop, Microsoft Office, Public Relations, Event Planning, Google Analytics, Account Management, Marketing Communications, Email Marketing, Social Media Management, Project Management.

### PROFESSIONAL EXPERIENCE

#### Publicity Coordinator

**ABC Corporation - 2016 – 2020**

##### Key Deliverables:

- Provided administrative support to the Senior Vice President of Corporate Communications and two Vice Presidents of Entertainment Publicity.
- Meet with venue staff day of the event as well as the public before the show.
- Furnish groups manager with information to update the Facebook page and website.
- Managed publicity for a student-run organization that educates the student body about mental illness organization and attend fundraisers and other events.
- Targeted college students by producing flyers for various events, shows, and concerts while being a full-time student Worked with the various board.
- Maintained positive social media images for artists while increasing their fan-base and name recognition Brainstormed as a core part of the team.
- Created media alerts, press releases, and social media language; pitched exclusive content to E! News, Access Hollywood, Entertainment Weekly, and other select media outlets; and monitored press and social media coverage.

#### Publicity Coordinator

**Delta Corporation - 2011 – 2014**

##### Key Deliverables:

- Scheduled and conducted daily shot sheets for on-set photographer Escorted talent to photoshoots, red carpet, and special appearances Contact.
- Create a poster for annual fundraiser Attend monthly meetings Create flyers for two annual tournaments.
- Promoted the Homecoming theme and school spirit with a co-coordinator via digital and print advertising.
- Increased Facebook likes by over 10%.

# ROBERT SMITH

## Publicity Coordinator

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

---

- Created a presence on Instagram via an Instagram Spirit Challenge, which generated 116 followers in a 16-day period with over 400 submitted photos.
- Plan and direct public relations programs designed to create and maintain a favorable public image for employer and clients Create client literature.
- Aid in making flyers and posters for large events on campus such as concerts and theological speakers.

### EDUCATION

---

High School Diploma

