

Robert Smith

Founder/Vice President Of Marketing

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SUMMARY

Award-winning Founder/Vice President Of Marketing with extensive marketing, branding, public relations, sales, event management, and fundraising expertise; excellent verbal and written communicator; published writer; creative; quick thinker and problem solver; detailed and deadline-oriented; team builder, motivator and networker; multiple project manager; and skilled at MS Office Suite, Constant Contact, and Word Press.

SKILLS

Professional Writer, Marketing, Public Relations, Event Planning, Meeting Planning & Facilitation.

WORK EXPERIENCE

Founder/Vice President Of Marketing

ABC Corporation - April 1998 - June 2016

- Led effort to position the company as the leader in the payment integrity market, leading to profitable long-term relationships with virtually all of the countrys largest payers.
- Instrumental in establishing a companys ability to bid on federal contracts, and then directed successful RFP effort to win the CMS (Medicare) Recovery Audit Contractor (RAC) contract, the most successful revenue generator in the companys history.
- Responsible for leading all commercial and government (Medicare, Medicaid, VA) healthcare RFP responses.
- Instituted companys government relations function and lobbied on the Hill in support of the companys CMS business.
- Built relationships with advocacy groups such as the Citizens Against Government Waste.
- Rebuilt the companys website twice, using limited resources and initiated the companys entry into the social media arena and SEO/SEM.
- Established industry Healthcare Summit is now the pre-eminent networking opportunity for healthcare payers in the payment integrity space.

Vice President Of Marketing

ABC Corporation - 1994 - 1998

- Responsible for market research, market reach, and market share.
- Managed the product development and placement process, and developed all electronic and print communications materials.
- Directed the public relations and media relations efforts, including all trade show activities and special events.
- Also responsible for call center design and construction.
- Developed and maintained a division budget and managed all division personnel issues.
- Developed and launched the largest telecommunications campaign in history with the launch of the GM card.
- Raised revenue by 200% over a five year period.

EDUCATION

B.A. in Economics and History - 1994 (Duke University)