

April 11, 2017

Susan Robertson-Smith

Public Relations,
Marketing, Social Media

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New Westminster

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Profile

- **Solid academic training in all aspects of Public Relations** - Relationships, Communication Strategy, Social Media, Brand Development, Media Plans, Media Relations, Project Management, Community Relations, Investor Relations, Internal and External Communications, Issues Management, Crisis Communications, Ethics, Social Responsibility, Event Management Planning and Measuring Media Reach.
- **Strong communication skills in dialogue, writing and editing** - News Releases, Media Advisories, Media Plans, Media Kits, Blogs, and Speeches.
- **Motivated to achieve results** - Saved Semar more than \$15,000 by keeping brand development in-house and increased Richmond Indoor Paintball social media followers by 19.5% over 1 year.
- **Exceptional multitasker** - Able to manage time effectively and prioritize tasks in a fast paced environment with accuracy.
- **Innovative creativity** - Transform ideas, random thoughts, into brilliant pieces
- **Tremendous interpersonal skills** - Effective and comfortable both in independent and collaborative working situations or leading a team.
- **Continuous learner** - Able to take on new challenges and apply existing knowledge to new situations as required. Quick to adapt to the ever-changing media landscape.
- **Industry Passions** - Beauty, lifestyle, technology, entertainment and animals.
- **Class 5 driver's license** - Own reliable transportation.

Education

Certificate in Marketing Management – Public Relations with <i>Distinction</i> British Columbia Institute of Technology	December 2015
HootSuite Certified Professional https://learn.hootsuite.com/u/SusanARSmith	March 2015
Bachelor of Business Administration in Accounting, CPA L3 Kwantlen Polytechnic University	May 2014
Landmark Forum (improved communication skills and decision making) Landmark Worldwide	Spring 2013
Tri-Council policy Statement: Ethical Conduct for Research Involving Human Course of Research Ethics	August 2012

Competencies

- | | | |
|---------------------------|----------------|-----------------|
| • Marketing/PR Strategies | • Leadership | • Multi-Tasking |
| • Community Relations | • Media Trends | • Self-Starter |

Highlights of Qualifications

- **Social Media** - Able to create a conversation with the target market in mind, improving the relationship by giving the content they want to use 80% of the time and promoting our product 20% of the time.
- **Research, Planning & Writing** - Effectively understand topics and target markets to produce reports, presentations, blog posts and more to persuade readers to the views of said topics.
- **Cultivating Relationships and Client Relations** - Interact with staff, high-level stakeholders and the public in positive and negative situations by anticipating their needs. Able to represent a company with professionalism and confidence.
- **Financial and Business background** - Solid accounting experience universal in business which helps me to understand and explain ROI's and campaign targets to clients.

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Technology

- HootSuite Certified
- Google Analytics
- Google Adwords
- Google Drive
- Survey Monkey
- Mailchimp
- WordPress
- Microsoft Office
- Adobe Illustrator
- Adobe Photoshop
- Social Media— Facebook, Google+, Instagram, Twitter, YouTube, SnapChat, LinkedIn, IMDB

Employment History

Project Accountant

June 2016 – Oct 2016

Omicron – Vancouver, BC

Contract position to enact change and streamline processes within the accounting department while managing the accounting for eight projects

Marketing, Social Media and Office Manager

Nov 2014 – Jan 2016

Semar Productions Ltd. – Burnaby, BC

Entrepreneur: Co-founded this media production company and was involved in all aspects of its growth and development with a focus on brand and internet presence.

Project Accountant

June 2011 – Nov 2014

Stuart Olson Construction Ltd – Richmond, BC

Managed accounting for 5-7 projects at a time, performed a risk analysis to predict new sub-trade performance, chaired event committee for monthly staff social events.

Accounts Payable, Team Leader, and Job Cost

Jan 2009 – June 2011

Niradia – Delta, BC

Promoted to Team Leader of AP after 6 months managing 3 employees, Project Leader for implementing and testing new software that automates accounting; reducing data entry by 80% and reducing approval processing time by 50%.

Volunteer History – Highlights

Online Research Volunteer

July 2015

Canadian Public Relations Society, Inc. - Online

Searched online to find textbook details of recommendations to CPRS APR Accredited candidates.

Ride to Conquer Cancer/ Underwear Affair

June '11, '12, '13, '14

BC Cancer Foundation. – Vancouver & Surrey, BC & Washington

Rode in 2014 and raised \$55,000. In other years setup race grounds and marshaled the route.

Lights of Hope

2012 & 2013 & 2014

St Paul's Hospital. – Vancouver, BC

Helped set up and take down Christmas lights in October and January.

Phone Operator, Company Representative

February 2012

Variety Show of Hearts Telethon – Coquitlam, BC

Represented Stuart Olson in a 20 second TV spot and collected donations over the phone.