

## Professional Summary

Highly experienced journalist and business communicator with a thorough working knowledge of corporate communications, public relations, employee communications, media relations, public affairs, community relations, advertising and marketing communications. Versatile writer who makes complex subjects understandable and tough issues palatable. Possess strong interviewing, feature writing and speech writing skills; solid project management abilities. Produce first-rate communications within budget and deadline. In-depth industry experience includes electronics, financial services, manufacturing, professional services, publishing, real estate and retailing.

## Experience

### *Reporter/Copy Editor*

#### **The Douglas Budget**

Douglas, Wyoming

**2011-2015**

Developed story ideas and reported on a wide range of topics. Covered Converse County, the economy, Memorial Hospital of Converse County and the energy industry. Served as the go-to for final edits. Wrote an

award-winning weekly column. Contributed to a host of special publications and was solely responsible for the annual Energy Edition.

### *President*

#### **Dr.comm Strategic Communications**

Casper, Wyoming

**2008-2011**

Operated a communications consulting business catering to corporate and editorial clients. Planned, wrote and edited a variety of internal and external communications pieces; provided strategic

communications consultation and conducted corporate identity activities for such clients as CosTrack Project Controls and Computer Solutions, Inc.

### *Assistant Editor*

#### **The Wyoming Business Report**

Casper, Wyoming

**2003-2008**

Assisted executive editor in the planning and production of monthly business newspaper covering the state of Wyoming. Developed story ideas and reported on businesses and organizations of all sizes and types. Contributed editorials, news stories, feature stories and

in-depth analyses of issues affecting Wyoming business and industry. Edited and rewrote material contributed by reporters. Edited Wyoming Business Daily items for electronic distribution and contributed stories for the Daily. Wrote a blog for wyomingbusinessreport.com.

### *Adjunct Professor*

#### **Casper College**

Casper, Wyoming

**2003**

Planned, developed and taught broadcast writing course during the spring college semester. Lectured, coached and instructed students in specific writing and style

standards for all electronic media, including television, radio, documentary films and the Internet. Edited and evaluated student writing; graded tests and project work.

### *Principal*

#### **David Allan Robotcek Communications**

Casper, Wyoming

**1997-2003**

Operated a communications consulting business catering to corporate and editorial clients. Planned, wrote and edited a variety of communications pieces; provided strategic communications consultation and conducted

market development activities for such clients as RHR International Company, Heritage Publishing and Leisure Host Corporation.

# David A. Robotcek

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## Experience (continued)

### *Director of Corporate Communications*

#### **RHR International Company**

Wood Dale, Illinois

**1990-1997**

Established the communications function for the international management consulting firm that pioneered the field of corporate psychology. Developed a comprehensive corporate identity program, upgrading the image of the firm. Wrote and produced marketing materials, including brochures and service descriptions, a directory of services, and a quarterly publication with a circulation of more than 20,000. Devised numerous successful business-to-business marketing efforts.

Conducted regular media relations activities, resulting in national and international stories. Instituted multi-language marketing materials and closely worked with offices in Belgium, Germany, Russia and the UK to ensure quality communications. Spearheaded the name change of the quarterly publication from *For CEOs Only* to *Executive Insights* and devised the marketing tagline: Developing the strengths of individuals, the effectiveness of teams and the vitality of organizations.

### *Corporate Communications Manager*

#### **Sears, Roebuck and Company**

Chicago, Illinois

**1987-1990**

Managed a broad range of communications activities as a corporate staff member of the \$54 billion holding company for Sears Merchandise Group, Allstate Insurance Group, Coldwell Banker Real Estate Group, and Dean Witter Financial Services Group. Wrote speeches, letters and position papers on a variety of topics for Chairman Ed Brennan and other senior officers. Planned, budgeted and implemented programs dealing with issues ranging from

corporate restructuring and quality to employee benefits changes and corporate philanthropy. Conducted crisis communications activities related to hostile takeover potential and Sears Tower tenant safety. Worked hand-in-hand with investor relations, government relations, media relations and human resources departments, as well as all major business groups and Sears Technology Services.

### *Employee Communications Manager*

#### **Gould Inc.**

Rolling Meadows, Illinois

**1985-1987**

Directed the employee communications program for \$1 billion electronics holding company that had recently transformed from an automotive products concern. Responsibilities included writing, editing and producing the 4-color quarterly *Momentum* magazine with a circulation of 35,000; a monthly management newsletter;

a monthly chairman's letter to management; as well as overseeing production of a quarterly employee video program. Had dotted line responsibility for 22 division newsletter editors. Conducted regular workshops to increase communications professionalism and encourage consistency of messages with corporate objectives.

### *Advertising Copywriter*

#### **KineticSystems Corporation**

Lockport, Illinois

**1982-1985**

Assisted in the operation of in-house agency for international electronics manufacturer specializing in high-end process automation systems for industrial and scientific markets. Developed advertising concepts,

budgeted and planned marketing projects, and carried them through to completion. Wrote and edited copy for various external communications.

# David A. Robotcek

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## Experience (continued)

### *Editor of Publications*

#### **Guarantee Mutual Life Co.**

Omaha, Nebraska

**1980-1982**

Managed the internal communications function for a medium-sized mutual life insurance company. Planned, wrote, edited and produced two monthly publications and documented corporate events as company photographer.

Worked with director of public relations on marketing communications, media relations and company awards and sales incentive programs.

### *Advertising Copywriter*

#### **Ellis & Guy Advertising, Inc.**

Omaha, Nebraska

**1979-1980**

Created advertising strategies and campaigns, wrote and produced print and broadcast ads for agency clients. Directed and produced numerous radio and television spots for local and regional markets. Provided support for

account executives and assisted principals in key activities for largest clients. Direct client experience included Godfather's Pizza, Pacesetter Building Products, Condon National Bank and Fairmont Foods.

## Education

### *Bachelor of Science Degree: Journalism/Advertising*

#### **University of Nebraska**

Omaha, Nebraska

**1979**

Second Major: Business

Minor: Psychology

Dean's List

**Gateway Student Newspaper**

Three-term Ad Manager/ Reporter, Columnist

Advertising Internship: *Omaha World-Herald*

Public Relations Internship: Union Pacific Railroad

## Continuing Education

International Association of Business Communicators

Several annual conferences, local and regional workshops

Public Relations Society of America

Local and regional seminars and workshops

New York University

Advanced Speechwriting course

Wyoming Writers Inc.

Annual conference and numerous writers' workshops

Joe Williams Communications Dialogue in the Desert

Strategic communications planning course

Shel Holtz

Writing for the Wired World

LIMRA-Life Office Management Association

Local, regional and national communications workshops

Casper College

Smart Board training

## Professional Affiliations (Past and Present)

International Association of Business Communicators

Public Relations Society of America

Wyoming Writers Inc.

Chicago Communications Council

Life Office Management Association

Omaha Federation of Advertising

References and work samples are available on request  
Some work samples may be found online at <https://drcomm.journoportfolio.com/>