

ROBERT J. SMITH, M.A.

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ACCOMPLISHED TECHNICAL WRITER, INSTRUCTOR, & COMMUNICATIONS PROFESSIONAL

Experienced Writer, Editor, Educator, and Project Manager with the knack for communicating the right information to the right audience at the right time, and a passion for helping others do so, too.

CORE COMPETENCIES

Communication
Content Management
Cross-Functional Collaboration
Data Analysis & Interpretation

Editorial Oversight
Educational Content Strategy
Project Management
Resource Development

Technical Literacy
Technical Writing
Troubleshooting
Video Scripting & Production Support

PROFESSIONAL EXPERIENCE

Documentation Specialist/Technical Writer | Checks and Balances Inc. (2024 – 2026)

Working at The Hershey Company, served as Training Documentation Lead for implementation of supply chain operations and production management system. Communicated detailed technical and instructional information and visual materials for multiple manufacturing audiences, from floor operators to managers.

Communications Specialist and Team Lead | Checks and Balances Inc. (2018 – 2024)

Working at The Hershey Company, served as Communications Team Lead for enterprise-wide SAP® S/4HANA implementation. Created and maintained extensive communications plan for all project phases. Led team of change-management experts in executing against communications plan, using multiple channels. Worked with C-level executives and VP's to create engaging messages in their respective voices.

Associate Manager, Editorial Channels | The Hershey Company (2016 – 2018)

Created and managed content for distribution to 17,000 employees around the world

- Managed internal messaging and distribution channels—intranet, email newsletters, podcasts, company-wide news screens—according to corporate communications strategies
- Wrote, edited and published regular news features for company intranet
- Managed, edited and published (and occasionally ghostwrote) content for externally facing company blog
- Wrote, edited and voiced weekly podcast for audience of commercial sales teams
- Consulted with project resources on communications strategy, planning and tactics
- Managed corporate-wide and Hershey-local content on news screens
- Maintained company calendar of events, announcements, external blog links on intranet
- Maintained membership communication with LinkedIn Elevate participants
- Spoke at New Employee Orientation programs on our channels and building a professional brand online
- Managed and supported Politemail users on licensing, templates and general usage of tool
- Assisted with company social channel monitoring and posting as needed
- Monitored and managed three Corporate Communications email boxes

Communications Media Specialist | System One (2005 – 2016)

Working at The Hershey Company, managed and executed communications for multiple projects and departments, employing my expertise in writing and editing, multimedia development, training, and change management.

- Designed, implemented, and maintained websites, internal communications and computer-based training applications for a variety of teams and topics, including software applications, change management modules, and various project-specific requirements

- Recorded, edited, and posted internal video and podcast presentations, including executive messaging, software and manufacturing training, and event coverage. Was responsible for managing projects from concept to execution.
- Served as team manager, including management and delegation of project assignments; estimating project time and resources and monitoring efforts against those estimates; and regular reporting of team status and metrics.
- Mentored summer interns, including weekly meetings, on-the-spot instruction and assisting manager with mid-term and end-term assessments.
- Received more than 60 peer recognition honors and many management and executive awards.

INSTRUCTIONAL/EDUCATIONAL EXPERIENCE

Adjunct Instructor | The Pennsylvania State University (2009 – present)

- Teach Effective Writing in the Social Sciences (ENGL 202A) to classes of up to 24 junior and senior College of Nursing students. Taught Rhetoric and Composition (ENGL 015) to freshman and sophomore students.
- Manage all aspects of teaching the course, including development of syllabus, assignments, and lesson plans, as well as provision of live instruction in a classroom setting.

EDUCATION

Master of Arts, Humanities

The Pennsylvania State University

Writing Instruction Specialist Certificate

The Pennsylvania State University

Bachelor of Arts, English

Rutgers University

PUBLICATIONS

Published in a wide array of national and regional publications. See my Journo Portfolio site (robertsmith3.journoportfolio.com) for samples.

- ***Podiatry Today***—National publication covering clinical and practice management-related issues for podiatrists.
- ***Managing Today's Health Care Worker***—National newsletter emphasizing “how-to” tips and pointers that health care supervisors can use and apply at their facilities.
- ***Townsquare Media***—Media, entertainment and digital marketing solutions company, specializing in original and motivating media experiences.
- ***Zergnet***—The leading editorial recommendations platform on the Internet.
- ***Executive Book Summaries***—National monthly publication, providing summaries of business books on management methods, personal skills, sales and marketing, business trends, customer service, leadership, technology, the Internet, entrepreneurship and more.
- ***Issues and Answers in Sales Management***—National sales management newsletter whose goal is to provide its readers with management ideas, methodologies, and strategies that can be put to use in a wide variety of sales organizations.
- ***RHINO.com***—Music catalogue development and marketing division of Warner Music Group.
- ***Customer Service NOW***—National newsletter for customer service reps whose goal is to provide readers with current best practices in customer relations, across a wide range of industries and markets.
- ***Independent Publisher***—National magazine for booksellers, featuring reviews and stories on authors and publishers thriving outside the mainstream major presses.
- ***Harrisburg Patriot-News***—Harrisburg, PA’s source for news and feature stories, covering a wide array of topics and personalities.