

ROBERT J. SMITH, M.A.

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MEDIA & COMMUNICATIONS LEADER

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

CORE COMPETENCIES

Change Management
Content Creation / Editing
Corporate Communication
Creative Storytelling

Employee Engagement
Intranet / Channel Management
Judgment / Problem Solving
Presentation / Public Speaking

Project Management
Stakeholder Management
Strategic Planning
Technical Acumen

PROFESSIONAL EXPERIENCE

MEDIA/EDITORIAL

Media/Communications Specialist | System One (2005 – 2016), Checks and Balances Inc. (2018 – 2024)

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

- 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.
- 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. Worked extensively with Adobe Creative Suite applications (Premiere, After Effects, Photoshop, Illustrator, etc.).
- 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.

Associate Manager, Editorial Channels | The Hershey Company (2016 to 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
- Regularly used Microsoft SharePoint, Adobe Creative Suite, Adobe Experience Manager (for content management, editing and posting), Politemail, and Four Winds Interactive content management

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, including the following:

- **Townsquare Media**—Media, entertainment and digital marketing solutions company, specializing in original and motivating media experiences.
- **RHINO.com**—Music catalogue development and marketing division of Warner Music Group.
- **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.
- **Podiatry Today**—National publication covering clinical and practice management-related issues for podiatrists.
- **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.
- **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.
- **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.
- **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.
- **The Valley**—Alumni publication of Lebanon Valley College.