

ROBERT BROWN

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Enhancing global brands with public relations, communications, & creative storytelling

Professional Experience

Subway World Headquarters, Milford, CT

Public Relations Specialist

2015-2020

- Protected and promoted brand through media relations achieving local, national & global placements
- Directed creative storytelling programs that enhanced and humanized the brand's reputation
- Delivered quantifiable and actionable data via first media monitoring and analysis program
- Led creation and art direction of 100+ brand photos (portraits, product, events), video (b-roll, 360-degree, time lapse, interviews), and designs (print and digital ads, logos, event collateral)
- Coordinated and supported issues and crisis response including former spokesman, sensational/ viral reporting by global media and restaurant-level incidents (shootings, robberies, employee misbehavior)
- Created messaging for use by spokespeople on brand initiatives during media interviews
- Enhanced vendor and software services that realized savings up to 50% in some cases

Marymount University, Arlington, VA

2012-2015

Communications Coordinator (2014-2015)

Communications Student Assistant (2012-2014)

- Day-to-day communications contact for University stakeholders and marketing agency
- Developed media pitches, blog posts, and led pitching to local and trade media on student profiles, visiting lecturers and University events
- Created content including photos, videos and graphic designs as in-house designer
- United constituencies to develop strategic plans for initiatives and events
- Shaped social content strategy with departments and marketing agency that resulted in increased engagement and growth, including creating University Instagram presence ahead of peer institutions
- Collaborated with University leaders to redesign Marymount.edu

The White House, Washington, D.C.

2015

Media Affairs Intern

- Led and organized weekly discussions with interns and White House officials
- Compiled monitoring reports from regional print, digital, and broadcast outlets
- Created daily clip summaries from 60 different outlets for specialty groups
- Improved and developed media contact lists that increased number of contacts
- Managed general press inboxes, phone lines and event media access lists

Volunteer Experience

Connecticut Yankee Council, Boy Scouts of America, Milford, CT

Vice President, Communications and Marketing

2016-Present

- Delivers communication and marketing leadership for Fairfield & New Haven County Scouting
- Spearheads communications & marketing programs with volunteer and staff teams leveraging member communications, public relations, content creation, and paid marketing
- Coach professional staff and leadership on communication, marketing and design best practices
- Spearheaded redesign and reorganization of Council website, ctyankee.org, including project management, creative strategy, content creation & editing, training and ongoing editorial leadership

Education, Awards & Honors

B.A. Communications, minor Graphic Design | Marymount University, Arlington, VA

2015

Eagle Scout | Boy Scouts of America

2010

Skills & Abilities

Adobe Creative Suite (Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro), copy editing, copywriting, crisis communications, event planning, Facebook advertising, graphic design, internal/ employee communications, issues management, media relations, Microsoft Office (Word, PowerPoint, Excel, Publisher, OneNote), photography, photo editing, press release writing, public affairs, public relations, public speaking, research, social media management, storytelling, videography & editing, WordPress