

Steve Robinson

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Background

I have more than 25 years of communication experience spanning writing, editing, web, social media, media relations, video and event management. I am currently looking for a position where I can use all of these skills to make a positive impact on the organization for which I work. Please visit my online portfolio at <https://SteveRobinsonPortfolio.weebly.com/>.

Experience

October 2018-March 2019 - Pennsylvania Homecare Association, Lemoyne, PA

Communications Manager

- Wrote and laid out weekly email newsletter sent to 3,500 members
- Coordinated all social media
- Designed publications and flyers
- Served as media relations contact
- Promoted all association educational programs
- Assisted with member calls and answered questions

2006-April 2018 - PA School Boards Association, Mechanicsburg, PA

Senior Director of Communication (2013-April 2018)

Director of Publications and Public Relations (2011-13)

Director of Publications (2006-2011)

- Supervised dynamic team of writer/editor, webmaster, two graphic designers, and video specialist
- Oversaw timely production of various association publications, including the daily email [Daily Edition](#); bimonthly full-color magazine [PSBA Bulletin](#)
- Wrote various articles, news releases, promotional material, brochures, and member communications often under urgent deadlines
- Served as producer/scriptwriter for [video programs](#) and [Keystone Education Radio](#) podcast
- Oversaw strategic communications and branding efforts, including 2014 logo change
- Oversaw the development and launch of [Success Starts Here](#) public awareness campaign, recognized with a 2018 Apex Grand Award
- Served as a valued member on the annual conference planning team, including functions such as event planning, promotion, on-site management, exhibitor setup
- Worked proactively with the news media to provide PSBA positions, answer questions, serve as a resource and arrange interviews with outside and in-house experts and board members
- Developed team building to maintain PSBA's social media presence, including Twitter, Instagram, and Facebook
- Worked productively with top senior management during many leadership changes to manage expectations and became a trusted member of the team

1997-2006 - PA State System of Higher Education, Harrisburg, PA

Web Manager (2004-2006)

Marketing/Communications Associate (1998-2004)

Information Associate (1997-1998)

- Coordinated redesign and managed content of State System website
- Wrote, edited and laid out various publications for internal and external audiences, including a quarterly newsletter that went to all 12,700 State System employees and an internal monthly email newsletter
- Worked with an advertising agency on the creation and placement of advertisements, development of marketing strategies, the creation of publications
- Organized and assisted with special events including System presence at Farm Show, joint admissions activities, Eberly Awards, grant announcements
- Served as interim press secretary (August 1997-December 1997)

1992-1996 - PA State Association of Township Supervisors, Camp Hill, PA

Editorial Assistant

- Wrote and researched comprehensive articles dealing with township government for monthly *Pennsylvania Township News* magazine
- Assisted in the layout and design of magazine and helped with various publication projects
- Filled in for Convention Planner while she was on extended leave. Set up workshops and made arrangements for the annual convention, which draws 3,000 vendors and government officials

1991-1992 - Pennsylvania State Grange, Harrisburg, PA

Public Relations Director

- Edited and laid out a tri-weekly newspaper with a circulation of 24,000
- Designed and wrote various publications and bid out printing projects
- Acted as media spokesperson

Education

Indiana University of Pennsylvania (IUP), Indiana, PA

- Bachelor of Arts in Journalism/minor in History
- Graduated magna cum laude

Shippensburg University of Pennsylvania, Shippensburg, PA

- Master of Science degree in Communication Studies

Other skills/credits

- Proficient with Windows Office Suite, MailChimp, WordPress
- Working knowledge of AP Style
- Won various awards, including Gold and Silver IABC Capital Awards, PRSA Keystone Award, Apex, PASAE Laurel Award for Communication
- Working knowledge of digital photography and video
- Basic knowledge of Photoshop and other Adobe design software

References

- Lisa Baldwin, senior graphic designer, Pennsylvania School Boards Association, 717-829-4240
- Lucas Mace, deputy secretary of digital communications, PA Department of Education 717-579-3376
- Ginni Linn, executive editor, Pennsylvania State Association of Township Supervisors, 717-805-3588
- Scott Shewell, president and CEO, Safe Harbour, 717-249-2200