

Resume

ROBERT WYNN
D1201/780 BOURKE STREET REDFERN EAST NSW 2016
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OBJECTIVE

To gain a communications role within a progressive firm, utilising my education and experience, while developing my career within the communications industry.



EMPLOYMENT

Paul Taylor Eye Wear Pty Ltd

Assisted Sales & Marketing Director

Worked to identify domestic and international distribution channels for boutique eyewear collection and assisted with promotional campaigns.

Jun 2002 – Present

Eyeballs Eyewear

Sales Associate

Direct sales of large selection of designer eyewear, assisted customers with all aspects involved in a retail organisation. Assisted with visual merchandising and promotional material.

Jun 2002 – Present

Kumari International

Public Relations and Promotions

Acted in public relations and promotion roles for corporate events and functions, to enhance and promote the image and products of the contracted company.

Aug 2002 – Present

EVENTS

2002 International Motor Show

Performed a public relations role for Honda Australia, including engaging attendees, answering questions regarding product line, while enhancing the image of the company. *Received award for top performance of all public relations personnel at Motor Show.*

Oct 2002

Mercedes Australian Fashion Week

Worked within the International Host Program for Mercedes Australian Fashion Week. Major function as liaison between media/buyers and designers/buyers. Represented buyers in media interviews.

May 2002

EDUCATION

The University of Western Sydney

Bachelor of Arts – Communication Studies

Major in Public Relations and Advertising, sub major Marketing

Accredited by the Public Relations Institute of Australia

Jan 2000 – Dec 2002

UNIVERSITY PROJECTS

Department of Gaming & Racing Public Relations Management Plan

Prepared and presented to the client a public relations management campaign, involving public relations issues management, advertising strategies, publicity stimulation, campaign evaluations and budgeting.

Nov 2002

Resources Credit Union Issues Management Plan

Prepared and presented an issues management plan to the client. Involved identification of current and potential public relations issues, designing an action plan as well as implementing a crisis management campaign.

Aug 2002

Red Bull Alternative Marketing Communications Plan

Prepared and presented an alternative marketing campaign for the Red Bull energy drink, involving market segmentation, advertising, promotions and budgeting. Acted as Creative Director during planning process.

May 2002

References

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REFERENCES

Mr. Chris Pryor
Exhibition Manager
Mercedes Australian Fashion Week
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Ms. Alison Teale
Director
Morelands Rewards Marketing Pty Ltd
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Mr. Paul Tresidder
Director
Jagar Property Group
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