

Robin Spielberger

Communications & Grassroots Outreach Professional

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tnliberty.com

EDUCATION

- Aug. 2013 - Dec. 2014 + **M.A. in Journalism, emphasis in Political PR**
[The University of Memphis](#)
- Summa Cum Laude; 3.91 GPA; **Thesis:** "Fighting to Be Free: Should a Free Society Eliminate the 'Fighting Words' Doctrine?"
- Aug. 1998 - Dec. 2003 + **B.A. in Journalism, emphasis in Adv. & PR**
[The University of Memphis](#)
- Cum Laude; Dean's List; 3.8 GPA in Major; Academic & Journalism Scholarships; 2003 [National Student Ad Competition](#) Presentation Team

LEADERSHIP EXPERIENCE

- May 2014 - Dec. 2014 + **Dir. of Digital Development, Outreach, & PR**
[Tennessee Firearms Association – Nashville, TN](#)
- Planned and launched innovative and effective communications campaigns, programs, and general business solutions resulting in increased exposure, online traffic, and members; Produced and managed print, online, and social media communications and collateral to promote brand, image and values; Developed and assumed ownership of all chapter training initiatives
 - Successfully led key projects, such as the 1st Annual Statewide Event, [Boots, Badges & Blues](#), which resulted in a 42% and 15% awareness and membership increase, respectively; Generated new members and attendees by leveraging social media; Enlisted the support of volunteers and collaborated with businesses and community groups
- Aug. 2012 - Dec. 2012 + **2012 TN & MS Field Representative**
[The Leadership Institute – Arlington, VA](#)
- Traveled to college campuses to organize, train, and motivate student leaders; Created over 25 new student groups and publications
 - Trained and assisted 150+ student groups and 200 student leaders in numerous areas; responsible for increased awareness, grassroots activism, and media attention, which resulted in being named the [Overall Top Field Representative](#) in history
- April 2012 - Aug. 2012 + **Senior Campaign Adviser**
[Stooksberry Congressional Campaign – 9th District, TN](#)
- Directed over 150 volunteers and 4 Captains, in door-to-door campaigning, voter ID, registration, phone banking, and fund-raising
 - Wrote press releases, articles, and blogs to increase exposure and communicate the platform; Directed all message development, and all candidate appearances, including a national lobbyist dinner
 - Organized VIP dinner and silent auction, in order to raise over \$60,000 for a first-time candidate; Stooksberry placed a close second out of five candidates, in a heavily funded primary
- Jan. 2012 - March 2012 + **Shelby Co., TN Chair & Youth Activism Coord.**
[Official "Candidate" Presidential Campaign – TN & NH](#)
- Directed and organized all Shelby County functions, and efforts, over 350 volunteers, 2 Co-Chairs, and 5 Captains, in door-to-door campaigning, voter ID, registration, phone banking, and fund-raising; Shelby County's "Candidate" vote doubled from 2008
 - Selected 1st of 290 (out of 3000 applicants) for the Youth for "Candidate" Get out the Vote effort in New Hampshire; Led teams of youth in significant volunteer outreach efforts; Assisted with media coordination and press meetings; Escorted "Candidate" at the polls on Election Day; Responsible for directing the media, energizing groups, and advising them in proper candidate interaction

ABOUT ME

- Robin Spielberger**
- Memphis, TN
 - 12+ Yrs. Experience
 - [Digital Portfolio](#)

Availability:

- Travel
- Full-time/Part-time
- Contract/Freelance

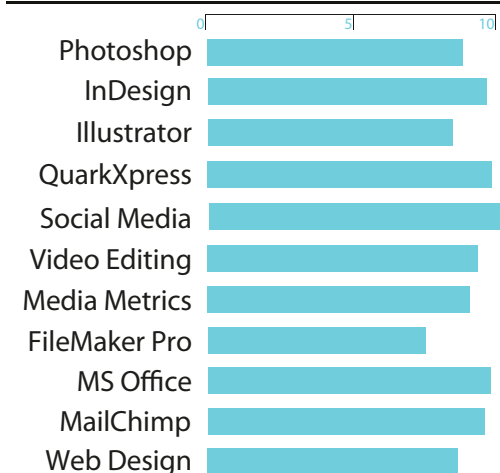


SUMMARY

Successful, diversified, and self-motivated professional with 12+ years experience in the Communications field to include public relations, event planning, social media, advertising, marketing, and sales

- 9+ years in Management at nonprofit organizations, restaurants, political campaigns, and educational institutions
- 3 years in grassroots activism, recruitment, outreach, training, fundraising, and development for political nonprofit organizations and local and national campaigns
- Resourceful, versatile, and goal-oriented with proven leadership ability
- Offering a unique combination of creativity and analytical skills, with the ability to assess both vantage points to create cost-effective, and innovative solutions
- A high-energy leader with distinctive people skills

SKILLS



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LEADERSHIP EXPERIENCE continued (page 2)

July 2010 - Nov. 2011 + **Co-GM & Dir. of Special Events, PR & Mktg. Equestria Restaurant and Lounge - Germantown, TN**

- Credited for generating a first time profit and significant increase in revenue in 10 years; Increased customer base and retention by 30% and increased profits by 40% in one year, through niche branding, staff development and training, social media, vendor negotiations, special offers and events, and pricing, as well as elevating the business profile and media attention; Closed profitable projects with 99% success rate
- Captured 55%+ market share with new branding niche quickly brought to market; Increased sales/production by 40%; Developed first incentive performance plan, which motivated staff and resulted in a 23% increase in sales; Drove food and liquor cost to 30% and 26%

June 2008 - March 2010 + **GM and Dir. of Special Events & Marketing Quetzal Memphis - Memphis, TN**

- Increased profits by 60% in one year through new business strategies, marketing plans, and special events execution; Created and executed marketing/PR campaigns, events, and programs, producing five times the target number of qualified leads
- Worked with cross-functional resources to implement direct marketing programs and marketing strategies, reaching a 50% increase in customer base and sales/production; Negotiated pricing with vendors, regarding wholesale billing and marketing procedures, decreasing monthly costs by 15%
- Successfully led key projects, such as the New Year's Gala, which resulted in the most profitable evening in Quetzal's history, as well as, provided a budget, plan, and audience for future events; Established community recognition

May 2008 - Aug. 2009 + **Assistant Executive Director College Media Association - National NonProfit Org.**

- Planned and executed national fundraising improvements, updating the approach to marketing, research, solicitation, presentation, and vendor development; Created and produced all marketing materials
- Implemented direct marketing programs, resulting in a significant increase in membership - over 80 New Members in 5 months; Increased revenue by approximately \$35,000 and the number of vendors by 50%, through building strong relationships and providing high value-adding services
- Developed and managed the budget for conventions, workshops, trade shows, and board meetings; Planned numerous events for 30 to 2400 attendees

Jan. 2007 - Dec. 2007 + **Account Executive Clear Channel Radio - Memphis, TN**

- Identified customer needs, developed sales strategies, and negotiated and closed, profitable contracts; Developed highly empathetic client relationships and provided high value-adding services; Advised clients on all advertising decisions and guaranteed positive client experiences
- Wrote all copy for each client and produced and developed the gateway video ads on Clear Channel Websites and the prominent Memphis Job Net dot com site

REFERENCES

[View all 19+ Specialty Recommendations on Robin's LinkedIn Profile](#)

““ Robin was a great asset during the Fall 2012 Field Representative program at the Leadership Institute. She met and exceeded all expectations. During the program, she was required to start 10 conservative student groups, and identify 1000 new contacts for our organization. Near the end of the program, she had started 19 groups, and identified 1078 new contacts. I would highly recommend Robin for any organization looking to be more effective in the field and expanding their grassroots.

-Shane McGonigal
(Manager at The Leadership Institute)

““ Robin is a detail oriented, knowledgeable and reliable director. I have had nothing but terrific events through her and her organization. The best part, is I give her the minimum information, and she turns it into a spectacular event for my business group. I highly recommend Robin.

-Elizabeth Krapels
(hired Robin as Event Planner at Equestria in 2011)

““ Robin helped effectively coordinate my company's sponsorship of the College Media Advisers organization. Through her guidance and resource management, our expectations for the event were quickly met. She took the time to get to know each team member in attendance at the CMA events, as well as learning the needs of our company to guide the process for future events. Great leadership and organizational skills.

-Kristine Griffith
(vendor at CMA Trade Show in 2008)

““ The work Robin did for CMA was excellent. It was a new, then temporary position, and she completed her duties beyond all expectations, providing quality of service and planning better than any other candidate might have done. She is creative in her approach and works very well independently as a strong self-starter. Her success at her position meant additional quality and performance for CMA across the board...

-Ken Rosenaur
(President, CMA Board of Directors in 2008)

IT'S YOUR CALL

Expected Read Time: 5 minutes



or



901.335.4619

Full Resume Available
Upon Request