

**Stuart J. Robinson**  
18330 N. 79th Ave. #2022  
Glendale, Ariz. 85308-8349

(602) 516-0439  
*stu@lightbulbcommunications.com*

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**PROFILE:** Communications professional with more than 25 years' experience in writing, editing, media relations and social media. Adept at communicating messages with the audience in mind: short and to the point, easily digestible but not "dumbed down." Creative thinker who enjoys bringing parties together in "win-win" scenarios.

### **PROFESSIONAL SKILLS**

- Strong writer/communicator
- Seasoned editor
- Savvy social media practitioner
- Shrewd judge of news value
- Able to explain complex ideas in simple terms
- Adept at pitching stories

### **SELECTED ACHIEVEMENTS**

**Writing and editing.** Generated content for newspapers, magazines, trade publications, blogs, news releases and annual reports. Drafted columns for senior executives in business and government. Possess keen news judgment and eye for style and format. (*Lightbulb Communications / Arizona Independent Redistricting Commission / City of Peoria, Ariz. / Congressional Quarterly Inc.*)

**Social Media.** Managed Facebook pages and Twitter feeds for business clients, state agency and city of more than 150,000; authored city's official social media policy. (*Lightbulb / AIRC / Peoria*)

**Strategic planning.** Planned and executed projects for media relations, issue monitoring and Internet outreach. Identified key points, explained them in simple terms and placed them into context for various audiences. (*Lightbulb / AIRC / Peoria / Dezenhall Resources*)

**Product oversight.** Generated weekly news roundups for e-news subscribers and local media. Oversaw *Congressional Quarterly's* profitable BillAnalysis website, featuring plain-English summaries of bills before Congress. Edited and posted content. Managed production for daily newsletter. Ensured consistent format and style. Implemented product redesign. (*Peoria / CQ*)

**Event planning and oversight.** Arranged live TV remotes to publicize client offerings. Conceived, planned and staged auto show focused on alternative-fuel and energy-efficient vehicles – which elicited extensive broadcast and print coverage. Other events: Recycling Night at the Ballpark and Northwestern University's Washington, D.C., Sesquicentennial Gala. (*Lightbulb / Peoria / Northwestern Alumni Association*)

**Customer service.** Handled citizen and media inquiries and expedited responses. Assisted internal clients with communications strategy. Coached executives and public officials on dealing with reporters. (*AIRC / Peoria / Dezenhall Resources*)

**Areas of knowledge.** Focuses have included consumer product safety, defense, education, financial services, gaming, government, health care, homeland security, international affairs, pharmaceuticals, politics, sports, sustainability and transportation. (*AIRC / Peoria / Lightbulb / Dezenhall / CQ*)

### **EDUCATION**

**BS Journalism • Northwestern University**, Medill School of Journalism • Evanston, Ill. 1989  
**Northwestern Alumni Association** Evanston, Ill.; Washington, D.C.; Phoenix 1997-2012  
• **National board member** and **regional director**, 2002-2012.  
• **Local leadership** in Washington, D.C., Virginia, Phoenix and West Valley chapters, 2000-2012.

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#### PROFESSIONAL EXPERIENCE

- LIGHTBULB COMMUNICATIONS** Glendale, Ariz. 2005-present  
**Editorial and media consultant** in my own freelance communications practice.
- Assist clients with writing, editing, public relations, media outreach, crisis communications and social media.
  - Write freelance articles for print publications and websites.
  - Blog about entertainment, news, public relations, small business and social media.
- ARIZONA INDEPENDENT REDISTRICTING COMMISSION** Phoenix, Ariz. 2011-2012  
**Public information officer** for temporary state agency.
- Managed media and public inquiries about the commission and its work.
  - Planned and wrote news releases, op-ed columns and executive correspondence.
  - Arranged media interviews and news briefings with commissioners, counsel and other agency officials.
  - Represented communications perspective in agency’s strategic planning.
  - Oversaw agency’s social media operations, including Facebook and Twitter channels.
- CITY OF PEORIA** Peoria, Ariz. 2006-2011  
**Public affairs specialist** in municipal Communications Office.
- Originated, planned and wrote news releases, articles, op-ed columns and annual reports.
  - Pitched stories to journalists and responded to their inquiries.
  - Developed city’s social media policy. Managed official Facebook and Twitter channels.
  - Conceived, planned and staged public events that furthered the city’s communications objectives.
  - Participated on citywide employee Diversity and Sustainability committees.
- DEZENHALL RESOURCES** Washington, D.C. 2004-2005  
**Editorial and media consultant** for crisis communications firm.
- Identified key points for various audiences, explained in simple terms and emphasized or put into context for articles, op-eds, Q&As and talking points.
  - Planned and executed targeted projects for media relations, issue monitoring and Internet outreach.
  - Pitched stories to journalists and handled their inquiries.
- CONGRESSIONAL QUARTERLY INC.** Washington, D.C. 1997-2004
- Spent seven years in various jobs of increasing responsibility with media organization covering Congress.
- Web site editor** – Oversaw online product offering plain-English summaries of bills, 2000-2004.
- Hired, supervised and coached entry-level reporters. Mentored journalism graduate students and interns.
  - Edited, posted, revised and updated content.
  - Tracked congressional legislation.
- News editor** – Split time editing and producing daily news publication, 1998-1999.
- Managed flow of information from multiple sources and performed triage with an eye toward maximizing productivity and meeting deadlines. Edited news copy for grammar, content and consistency.
  - Oversaw production. Created charts, tables and graphics. Coordinated printing with outside contractors.
  - Supervised compilation of congressional new-member profiles for 1998 post-election issue.
- Contributor** – Worked on book *Politics in America 1998*, which profiled members of Congress, 1997-1998.
- Authored and updated congressional profiles, assisted in managing layouts and generated the index.
- Systems editor** – Assisted in transition to Mac-based Quark Publishing System, 1997.
- FEDERAL COMPUTER WEEK** Falls Church, Va. 1996-1997  
**Copy editor** for trade newspaper focusing on government computer procurement.
- INSIGHT** Washington, D.C. 1992-1996  
**Copy editor** for weekly political magazine.
- THE AUGUSTA CHRONICLE** Augusta, Ga. 1989-1992  
**Wire editor** for metropolitan daily newspaper, 1991-1992.
- Chose all national and international stories. Designed front page and accompanying section.
- Copy editor**, 1989-1991.