

Stuart J. Robinson
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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.

