

ROBIN SMITH

Marketing, Communications & Business Advisor

Senior leader experienced in leading integrated marketing and communications strategies that strengthen brands, engage stakeholders, drive organizational change, and advance strategic business objectives.



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CORE CAPABILITIES

Marketing, Brand & Digital

Brand Strategy & Positioning
Content Strategy & Development
Integrated Marketing Campaigns
Multi-Channel Communications Strategy
Digital Marketing & Content Management
Creative Direction & Visual Storytelling
Audience Segmentation & Engagement

Communications & Public Affairs

Internal & External Communications
Impact Storytelling & Narrative Development
Public Policy Communications
Thought Leadership & Executive Visibility
Public Relations & Media Strategy
Executive Communications & Advisory
Crisis & Change Communications

Organizational Effectiveness

Change Management
Strategic Analysis & Planning
Board & Executive Briefings
Employee Engagement
Program Development

EDUCATION

B.A. English and Communication

Summa Cum Laude
William Jewell College

Graphic Design Certification

Kansas City Art Institute

Professional Development

The Wharton School-Univ. of Pennsylvania:
Removing Barriers to Change

Stanford University:
Organizational Analysis

CAREER HIGHLIGHTS

Partner with clients across corporate, civic, and nonprofit sectors to advise on and develop communications strategies that advance organizational goals through brand positioning, internal and external communications, public relations, content development, stakeholder engagement, and digital marketing initiatives.

Led a comprehensive brand transformation for American Public Square, including a full visual identity redesign, award-winning annual report (Gold Philly Award), digital marketing modernization, and program communications that transformed complex research and data into accessible resources, helping secure a multi-year philanthropic grant.

Conducted executive-level strategic assessments informing board and executive decision-making; most recent engagement focused on marketing strategy, visitor growth, leadership development programs, and a \$10M capital campaign for the Cosmosphere, a nationally recognized science and education organization.

Served as a key communications strategist during one of the most significant transformation periods in Hallmark's history, partnering with the Chief Human Resources Officer and Chief Information Officer to guide employees through organizational restructuring, workforce reductions, business model changes, technology modernization, and evolving strategic priorities.

Facilitated organizational redesign efforts for the Johnson County Library, developing new team structures, roles, and change strategies to support organizational effectiveness following years of significant increases in staff and patron growth.

PROFESSIONAL EXPERIENCE

Howe Street Group

Partner, Communications Officer

February 2021 to Present

- Serve as a partner for a consulting firm that specializes in public affairs, strategic communications, and nonprofit strategy, advising corporate, civic, and philanthropic organizations on strategic initiatives.
- Advise executive leaders and boards, providing counsel on communications strategy, leadership messaging, stakeholder engagement, and organizational change.
- Develop and execute integrated communications and marketing campaigns that help organizations communicate complex priorities, demonstrate impact, and engage key stakeholders through brand positioning and messaging, executive communications, media relations, and multi-channel content informed by research, data, and audience insights.
- Produce board- and executive-level strategic assessments, presentations, and briefings that synthesize research, stakeholder input, and strategic analysis into clear recommendations and decision-ready insights.
- Representative clients include the Johnson County Library; American Public Square; the Cosmosphere International SciEd Center & Space Museum; KC2026, the host city organizing entity for FIFA World Cup 2026; and the Amelia Earhart Hangar Museum.

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PROFESSIONAL EXPERIENCE (continued)

Hallmark Cards, Inc.

Strategic Communications Manager, Public Affairs & Communications

May 2016 to February 2021

- Served as the primary communications advisor to Hallmark's Chief Human Resources Officer and Chief Information Officer, providing strategic counsel on executive communications, change management, workforce engagement, and enterprise-wide communication initiatives.
- Led internal communication strategies supporting major workforce transformation efforts, including organizational restructuring, workforce reductions, business model changes, technology modernization initiatives, and evolving enterprise priorities during one of the most significant periods of change in the company's history.
- Managed Hallmark's internal communications function, supervising the internal communications team and overseeing all internal communication channels, including the company intranet, SharePoint communication sites, digital signage, enterprise email platforms, executive blogs and podcasts, and employee listening tools; responsibilities also included establishing communication governance, content strategy, and enterprise messaging frameworks that supported alignment to corporate strategies, employee engagement, workforce enablement, company culture, and leadership visibility.
- Directed enterprise communication strategies for Human Resources and Information Technology functions including employee lifecycle communications (hire to retire), benefits and total rewards messaging, talent initiatives, workplace technology adoption, and workforce productivity programs.
- Guided crisis communications during the COVID-19 pandemic, partnering with executive leadership to support employee engagement and organizational alignment through a period of unprecedented workforce, workplace, and operational disruption.

Cerner Corporation (January 2005 to May 2016)

Senior Manager, Talent Development, Community Investments and Recruitment Marketing

2010 – 2016

- Led efforts to create Cerner's global employer brand and recruitment marketing strategy, articulating Cerner's employee value proposition across digital, experiential, and thought-leadership channels to support U.S. and global talent acquisition.
- Oversaw workforce development and talent pipeline strategies, including intern and apprentice programs and partnerships with K-12, post-secondary institutions, education nonprofits, and economic development organizations.
- Led a program team and scaled a global student associate program serving 300+ participants annually, managing a ~\$3M budget and delivering record program outcomes, including hosting more than 150 highly competitive computing and technology interns in a single year.
- Directed strategic community investment and philanthropic initiatives aligned with corporate growth priorities, focusing on measurable outcomes in health and wellness, technology education, entrepreneurship, and jobs-based economic development.
- Represented Cerner in regional workforce and economic development initiatives, collaborating with civic leaders, education partners, and public-sector stakeholders.

Strategist, Federal Government & Industry Relations

2008 – 2010

- Served as a registered federal lobbyist, engaging with federal, state, and local elected officials, industry partners, and policy organizations to advance healthcare and health IT policy priorities.
- Developed and advised on strategic communications related to major federal legislation, including the HITECH Act of 2009 and the Patient Protection and Affordable Care Act of 2010, ensuring company stakeholders were equipped with the information relevant to their roles and client responsibilities.
- Managed corporate compliance for lobbying and campaign finance activities and oversaw the Cerner Political Action Committee (PAC).

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PROFESSIONAL EXPERIENCE (continued)

Senior Coordinator - Marketing Executive Events

2007 – 2008

- Partnered with executive leaders and marketing teams to develop themes, agendas, and content strategies for national thought-leadership events, including CEO Summit, CIO Summit, CFO Forum, and CNO Forum programs.
- Coordinated executive engagement and event planning activities for high-profile industry and policy events, including Cerner's participation in the 2008 Republican and Democratic National Conventions.

Solution Delivery Consultant

2005 – 2007

- Served as a subject matter expert on Clinical Reporting technology solutions, supporting health system reporting and record-keeping.
- Advised healthcare organizations on workflow analysis and change adoption to support successful implementation of Cerner technology solutions.

Federal Congressional Campaign

Finance Director

January to November 2004

- Managed federal congressional campaign finances totaling more than \$1.6M, ensuring strict compliance with FEC regulations, reporting requirements, and campaign finance law.
- Partnered with the candidate, campaign leadership, and legal counsel on fundraising strategy, financial operations, and high-security political events, including coordination with White House advance and U.S. Secret Service teams.

TOOLS & PLATFORMS

Microsoft 365 (including SharePoint Communication Sites), Adobe Creative Suite, Canva, WordPress, Salesforce CRM & Marketing Cloud, DonorPerfect, Google Analytics, and a variety of email marketing platforms and content management systems.

PORTFOLIO

Select work samples are available at rms-communications.com.