

**R. Travis Shortt**  
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**OBJECTIVES:**

I am seeking a position within an organization that will allow me to utilize my skills and abilities in marketing and public relations.

**WORK HISTORY:**

- 2007 *Marketing Coordinator, RCMC Home Health and Hospice*  
Currently serve as Marketing Coordinator for RCMC Home Health and Hospice. Responsibilities include: 1) internal and external marketing responsibilities for RCMC Home Health and Hospice; 2) elevation of media awareness; 3) physician and hospital visits; 4) presentations for churches and civic organizations; 5) conducting health fairs; 6) volunteer recruitment and retention. Since beginning this position in February 2007, our facility has seen a 20% increase in monthly admission growth and been featured in regional publications and on national television affiliates.
- 2003-2007 *Director of Communication, Black River Films*  
From March 2003 until March 2007 I served as the Director of Communication for Black River Films based out of Norton, VA. My responsibilities included marketing, promotion, and public relations. From 2003 until 2007 I conducted national radio and televisions interviews; scripted and disseminated press releases; helped oversee and design the Internet presence ([www.blackriverfilms.com](http://www.blackriverfilms.com)); and orchestrated media interest surrounding the creative projects undertaken by Black River Films.
- 1998-2003 *President, ADVANTURE Media*  
Developed and maintained this company. Responsible for acquiring accounts, assisting clients, negotiating with media sources, creating commercials and advertising campaigns, training employees and student interns, promoting the company within the community through public relations efforts; and overseeing day-to-day operations of our offices. Through these efforts the company grew 10,000% in the first five years. By 2003 our client roster consisted of 115 clients in 14 states. While under my direct supervision and guidance this firm also received numerous local, regional, and national awards including the prestigious Telly Award.
- 1997-1998 *Regional Marketing Executive, IKON Office Solutions*  
Cultivated and maintained the Southwest Virginia territory from the Tennessee state-line, North to Wythe County, VA and to the Kentucky state-line comprising over 1,400 square miles. Responsible for current account maintenance and new account acquisition. Held

position with company until the national office closed the Johnson City, TN branch in the fall of 1998.

1995-1997 *Regional Director of Marketing and Public Relations, Gateway Productions*  
Worked directly under Charlie McCracken, the Director of Creative Services. We designed and built a state of the art production facility rivaled, at that time, by only the University of Tennessee's Communication Department. Increased monthly revenue by 25% and expanded client-base into three states.

**EDUCATION:**

1995-1997 Bachelor of Arts in Communication, Clinch Valley College of The University of Virginia (now The University of Virginia's College at Wise), Wise, VA.

1993-1995 Associate of Arts, Mountain Empire Community College, Big Stone Gap, VA.  
Graduated with Honors.

**CIVIC ACTIVITIES/OUTREACHES:**

2006- Present Advisory Committee for Marathon Ministries

2001-2003 American Lung Association of Virginia's Statewide Marketing Communication Task Force

2001-2002 Wise County Chamber of Commerce Marketing and Travel and Tourism Committees

1999-2003 Southwest Virginia Management Association

1999-2003 Southwest Virginia Technology Council

1999-2003 Mountain Empire Community College Advisory Council

**AWARDS:**

1999 American Cancer Society's *Pinnacle* Award

2000 American Cancer Society's *Excalibur* Award

2000 Kentucky Marketing and Tourism *Traverse* Award for print and television ad campaign

2001 *Telly* Award for Public Relations/Marketing Documentary

**REFERENCES:**

Available upon request.