

Robert Breen, MBA

Greater New York City Area | robert.breen@outlook.com | 937-654-0120 | www.linkedin.com/in/robertcbreen

PROFILE

Strategic marketing and communications professional skilled in executive messaging, content strategy, and data-driven campaigns. Experienced in shaping narratives and cross-channel programs that deepen audience engagement, support business growth, and strengthen brand reputation.

SKILLS

Core Competencies: Content strategy, campaign planning, audience engagement, executive messaging, email marketing

Technical: Adobe Creative Suite, Microsoft 365, Excel (intermediate), Google Analytics, HubSpot & Salesforce, Asana, CMS tools

EXPERIENCE

ADP **Parsippany, NJ**
Associate Account Manager July 2025 - November 2025

- Strengthened trust and engagement across 20+ client accounts by developing clear, consistent communications
- Improved understanding of complex SaaS features by translating technical concepts into accessible messaging for HR executives

Montgomery County Communications Department **Dayton, OH**
Marketing Coordinator – 2 promotions April 2017 – August 2024
Communications Specialist > Interim Communications Coordinator > Marketing Coordinator

- Increased employee engagement 100% by designing internal campaigns aligned with HR and organizational goals
- Protected brand integrity during crisis events by leading communications across channels (3M impressions, 200K engagements)
- Drove high participation in multimillion-dollar grant distribution by supporting awareness-building digital and social campaigns
- Strengthened leadership trust by developing targeted messaging and partnering on strategic communications initiatives

PROJECTS

MeaVana Marketing Internship May – August 2025
Bleakley Financial Marketing Internship June – July 2025

LEADERSHIP

ReuseConex **Cincinnati, OH**
Marketing Co-Chair March – October 2018

- Increased visibility by generating 10,000+ impressions through targeted outreach and event communications
- Delivered seamless execution for a 200+ attendee conference by coordinating logistics and volunteer scheduling

CERTIFICATIONS

• Bloomberg Certifications: ESG | Finance Fundamentals | Market Concepts September - November 2024

AWARDS

Young Professional of the Year, Dayton PRSA September 2021

EDUCATION

Montclair State University **Montclair, NJ**
Masters of Business Administration August 2025
Graduate Certificate in Digital Marketing February 2022

University of Cincinnati **Cincinnati, OH**
Bachelor of Arts in Communications April 2014