

EMILY CLAIRE SMITH

• project manager •

ABOUT ME

I want to collaborate alongside brilliant minds who both intimidate and inspire me. I am a digital storyteller, relationship builder, problem solver, and personal planner enthusiast. I thrive supporting creative collaboration by organizing the logistics to effectively move a project from ideation to implementation.

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🖱 www.emily-claire-smith.com

🌐 www.linkedin.com/in/emily-claire-smith

WORK EXPERIENCE

2020 - Present **New Business & Social Media Assistant**

Nama Water (Remote Start-Up)

- Social: Curated Facebook strategy. Initiated calendar and growth benchmarks.
- New Business: Research opportunities, generate leads, curate outreach narrative and build contact list for potential B2B clients and partnerships.

2020 June **Project Manager**

Indoor Recess & Color of Change (Remote) *Spec Work*

- Organization: Project timeline, team meetings, and digital assets using the Google Suite.
- Budget/Timeline: Researched vendors, allocated budget, and defined logistics of our pitch.
- Comms: Coordinated with mentors, strategists and creatives to keeping team members on track with daily activities while answering our client's brief on brand and on time.

2019 - 2020 **B2B Digital Marketing Assistant**

Relias (Morrisville, NC)

- Social: Ad creation & audience targeting. Owned & grew Instagram by >40%.
- Writing: Creative copy & visual content for Twitter, Facebook, LinkedIn, Insta.
- Analytics: Monitored, tested & tracked social campaigns & tactics. Curated spreadsheets.
- Audit & Merge: Social consolidation strategy for 50+ channel acquisitions.

2020 **Trade Show Reporter**

February rAve [PUBS] (Amsterdam, Netherlands)

- Video: Shot content at a large (50,000+ attendees) B2B AV trade show (ISE 2020)
- Management: Responsible for our Sponsor's appointment scheduling, project status, asset management & content production.
- Live Event Experience: B2B trade show marketing, public relations, & lead generation.

LIFE EXPERIENCE

- Served my fraternity by tracking 100+ members' service hours, social schedules & educational goals.
- Spent high school summers teaching girls courage, teamwork and responsibility through sailing.
- I've jumped from an airplane, dove beautiful reefs, and explored 9 countries. I want to see the world.

EDUCATION

University of North Carolina at Chapel Hill

Bachelor of Arts in Media and Journalism,

Specialization: Advertising & Public Relations

Minor: Women's and Gender Studies

Dean's List | GPA: 3.7

2017 • Study Abroad • Sorbonne Université

Paris, France

2017 - 2020 • Alpha Phi Omega

(Service Fraternity)

Fellowship Vice President (Spring 2019)

2016- 2020 • UNC Club Sailing

Racing Team

SKILLS

- Strong written & verbal communication skills
- Experienced in Mac & PC environments
- Highly organized, proactive, efficient, team & goal oriented with strict attention to detail
- Google Analytics & Ads Search Certified
- Excel, Adobe Suite, Microsoft Office

[Underlined? Click & Learn More!]