

CHRISTINE SMITH

CONTACT

Name

Christine Smith

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<https://thechristinesmith.com>

EDUCATION

2012 **Master of Arts**
Professional Communication
East Tennessee State University
Johnson City, TN

2009 **Bachelor of Science**
Speech & Theatre
Middle Tennessee State University
Murfreesboro, TN

SKILLS

Technical

Photoshop 
Illustrator 
Acrobat 
InDesign 
Microsoft Office 

Professional

Content Creation 
Marketing Strategy 
Project Management 
Digital Advertising 
Website Design 

EXPERIENCE

- Jan 2019 - Present **University of Tennessee, Knoxville**
Assistant Director | Enrollment Management Communications
Knoxville, TN
- Develops, coordinates, and executes strategic marketing and communication plans serving as lead project manager for all accounts within the division.
 - Manages and prioritizes workflows from creative development to product delivery, enforcing a rigorous approval process to maintain university branding standards and quality control.
 - Manages the day-to-day operations and personnel. Recruits, trains, directs, and supervises unit staff.
 - Serves on committees to represent the unit, builds positive relationships with division staff, campus partners, students, and faculty, and manages vendor relationships.
 - Writes copy, oversees design and content for: print, video, and electronic communications.
- May 2015 - Jan 2019 **University of Tennessee, Knoxville**
Digital Marketing Director | Center for Transportation Research
Knoxville, TN
- Responsible for the development, management, and implementation of all digital marketing, printed materials, and communication needs for the research center and various high profile marketing accounts.
 - Created and administered multiple social media accounts, websites, and creative content for grant funded programs.
 - Coordinated outreach projects geared toward garnering affiliate marketing, press outreach, and brand awareness.
- Aug 2014 - May 2015 **Tri-Cities Lifestyle Center**
Social Media Manager
Johnson City, TN
- Responsible for the ideation, creation, and development of marketing campaigns that encompassed print and digital advertising, website maintenance and development, content development, social media presence across leading platforms, ad buys and cost tracking.
 - Managed company's internal/external communication activities on digital and print formats to effectively describe and promote the organization and its programs.
- April 2013 - May 2015 **East Tennessee State University**
Division Secretary & Box Office Manager
Johnson City, TN
- Provided administrative support to the Department of Communication & Performance; maintained time records for all departmental employees.
 - Managed the box office and supervised 14 student workers.
 - Served as webmaster for the Division of Theatre & Dance, graphic designer for all marketing materials made for publication, and social media marketing manager.

CERTIFICATIONS

Asana Together Ambassador

Asana Academy

Issued: May 21, 2019

Certificate No: rfwxamzjb6ta

Slack Certified Admin

Slack

Expected October 2020

Professional Certified Marketer

American Marketing Association &

Digital Marketing Institute

Digital Marketing Pro

Expected January 2021

EXPERIENCE

Dec 2010 -

Aug 2014

Positive Approach Group, LLC.

Digital Media Assistant

Johnson City, TN

- Designed company logos, websites, rack cards, business cards, and flyers.
- Assisted with event planning, implementation, and promotion.
- Recruited volunteer performers for special events.

Jan 2010 -

Jan 2011

Clayton Center for the Arts | Maryville College

House, Volunteer Services, and Assistant Box Office Manager

Maryville, TN

- Oversaw performance halls, concessions, & box office during all productions and events.
- Created the Policies and Procedures manual for the front of house management.
- Directed volunteer program of over 250 workers.
- Demonstrated continuous effort to improve operations, decrease turnaround times and streamline work processes.

HONORS & AWARDS

July 2016 -

July 2020

Vice President of Communications

American Marketing Association Knoxville

- Vice President of Digital Media (2017 - 2018)
- Brand Design Director (2016 - 2017)

May 2018

President's Award

American Marketing Association Knoxville

- 2018 Volunteer of the Year

Oct 2015 -

Jan 2019

Young Member for the Committee on Technology Transfer

Transportation Research Board of the National Academies

- Communications Task Force

Sept 2015

2015 Innovative Learning through ETDs Award

Networked Digital Library of Theses and Dissertations

- nominated by East Tennessee State University's School of Graduate Studies

April 2012

Outstanding Graduate Creative Achievement Award

East Tennessee State University's Department of Communication

- chosen by Department of Communication Faculty

EXPERTISE

