



CHRISTINE SMITH

CONTACT

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EDUCATION

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

2009 **Bachelor of Science**
Speech & Theatre
Minor: Leadership Studies
Middle Tennessee State University
Murfreesboro, TN

SKILLS

Technical

Adobe Creative ██████████
Microsoft Office ██████████
CRM ██████████
CMS ██████████
Agile Management ██████████

Professional

Strategic Planning ██████████
Operations ██████████
Project Management ██████████
Leadership ██████████
Problem Solving ██████████

EXPERIENCE

2021 - **NOODLE PARTNERS**

Project Director, Learning
HQ in New York, NY | Remote

- Creates statements of work that details the scope, schedule, cost and quality metrics for the engagement.
- Executes project kickoff of assigned new program launches in collaboration with regional program cross functional teams.
- Manages provider relationships, negotiations, and recruiting.
- Monitors program invoicing, billing, and budget.
- Oversees direct and indirect reports.

2015 - 2021 **UNIVERSITY OF TENNESSEE, KNOXVILLE**

Operations Program Manager | Global Supply Chain Institute
Knoxville, TN

- Provided ongoing oversight and management of three rapidly growing, major revenue generating programs with the Global Supply Chain Institute in the Haslam College of Business.
- Ensured program success through creating and implementing strategic plans, overseeing operations, building relationships with executives and senior business leaders from corporate partners, executing all phases of project management, and creating and implementing assessment initiatives.
- Developed new processes and implementation of software systems including Kanban workflow of sales pipelines and deal records within the CRM system to monitor and facilitate onboarding and retention of 85+ corporate partnerships.
- Constructed, managed, and reported financial operations across GSCI, ensuring buy-in, communication, and adherence to budget.

Assistant Director | Enrollment Management Communications
Knoxville, TN

- Developed, coordinated, and executed strategic marketing and communication plans.
- Served as lead project manager for all accounts within the division.
- Managed and prioritized workflows from creative development to product delivery, enforcing a rigorous approval process to maintain university branding standards and quality control.
- Managed the day-to-day operations and personnel; recruited, trained, directed, and supervised unit staff.

Digital Marketing Director | Center for Transportation Research
Knoxville, TN

- Responsible for the development, project 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.



CERTIFICATIONS

Project Management Certificate

Google

Issued: 2021

Asana Together Ambassador

Asana Academy

Issued: 2019

Certificate No: rfwxamzjb6ta

Supervisory Foundations Certificate

Employee & Organizational Development

Issued: 2020

Diversity, Inclusion, & Belonging

LinkedIn Learning

Issued: 2020

STRIDE Training

Office of Equity and Diversity

Issued: 2020

EXPERIENCE

2013 - 2015

EAST TENNESSEE STATE UNIVERSITY

Division Secretary & Box Office Manager

Johnson City, TN

- Provided administrative support to the Department.
- Managed the box office and supervised 14 student workers.
- Served as webmaster, graphic designer, and social media marketing manager.

2010 - 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

2016 - 2020

Vice President of Communications

American Marketing Association Knoxville

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

2018

President's Award

American Marketing Association Knoxville

- 2018 Volunteer of the Year

2015 - 2019

Young Member for the Committee on Technology Transfer

Transportation Research Board of the National Academies

- Communications Task Force

2015

Innovative Learning through ETDs Award

Networked Digital Library of Theses and Dissertations

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

2012

Outstanding Graduate Creative Achievement Award

East Tennessee State University's Department of Communication

- chosen by Department of Communication Faculty

EXPERTISE

