

ELYSIA L. SMITH

SUMMARY OF QUALIFICATIONS

- Demonstrates effective leadership by orchestrating and managing collaborative and efficient teams
- Displays innovative problem solving by persistently working toward creative and effective solutions
- Excels in successful project management from conception to execution, carrying strong work ethic and dedication as well as organized attention to detail
- Aptitude for learning new skills and acquiring knowledge to complete projects

EDUCATION

MASTER OF BUSINESS ADMINISTRATION
Texas State University
December 2020

BACHELOR OF SCIENCE IN MUSIC MUSIC BUSINESS & RECORDING ARTS
University of Colorado Denver
May 2017

EXPERIENCE

COMMUNICATIONS SPECIALIST · PAYPAL · MAY 2021-NOVEMBER 2021

- Works as a communications specialist for PayPal's Global Employee Communications Team under Corporate Affairs to support communications, activations, tools, and technology (Freelancer for 24 Seven, contract by PayPal)
- Manages internal communication tools and intranet sites, supports events such as the Global All Hands, serves in a consulting capacity to provide creative and strategic input, and assists with writing and editing content for employees

COMMUNICATIONS SPECIALIST · MAJESTIC COLLABORATIONS · OCTOBER 2020-PRESENT

- Supports communications and marketing through branding, story planning, content strategy, and business development
- Maintains social media and digital presence, create content and blogs, communicate and schedule subject area expertise through content, and promote business activities and events

EVENT RENTAL & MARKETING INTERN · KENNEDY CREATIVE EVENTS · OCTOBER 2019-MARCH 2020

- Utilized rental software to manage warehouse inventory and create event décor
- Assisted with updating CRM data, sales prospecting, marketing and social media, and business administration

MANAGER OF EVENTS & OPERATIONS · GEORGETOWN HERITAGE CENTER & CULTURAL ARTS AT THE GEORGETOWN TRUST FOR CONSERVATION & PRESERVATION · SEPTEMBER 2017-JULY 2019

- Collaborated with organizations and event coordinators to book and manage over 50 rental, partnership, and in-house events per year while following historic site regulations
- Ideated and oversaw the advertising and branding campaigns while also creating the physical and digital media

PRODUCTION MANAGER · THE UNDERGROUND MUSIC SHOWCASE · JULY 2017, 2018, & 2019 SEASONS

- Oversaw production management of a 2,500 capacity outdoor stage, using innovative problem-solving with the Event Manager to ensure cohesion between the musical and non-musical aspects of the event
- Collaborated with the Festival Director of a 5,000+ festival event to ensure production needs were met



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ADDITIONAL EXPERIENCE

EVENTS FREELANCER · TWO PARTS · AUGUST 2017-JULY 2019

- Specialized in managing large 2,500+ attendance events, working on the operation and production teams to execute event builds and breakdowns at varying locations
- Displayed customer service and crisis management skills

ADMINISTRATIVE MANAGER · THE GEORGETOWN TRUST FOR CONSERVATION & PRESERVATION · JUNE 2017-SEPTEMBER 2017

- Assisted in the overall management of the organization and its rental properties and developed effective management techniques and systems to improve company functions
- Assisted the Director of Finance with accounting through QuickBooks, financial administration and management

CONFERENCE COMMITTEE & PRODUCTION MANAGER FOR CANADARADO · MAJESTIC COLLABORATIONS · AUGUST 2017-NOVEMBER 2017

- Assisted in planning the Canadarado Music Trade Mission Conference with Majestic Collaborations and Denver Arts & Venues
- Acted as a production and event manager during the conference, managing visas, interacting with Canadian delegates, FACTOR Canada, bands, and various members of Denver and Canada's arts and government organizations

CHAIR · CU DENVER LIVE! MULTICULTURAL ARTS AT THE UNIVERSITY OF COLORADO DENVER · AUGUST 2014-MAY 2017

- Directed the team responsible for planning multicultural arts events on campus with a diverse student population
- Innovated creative event concepts and oversaw coordination of marketing, social media, sponsorships, and promotion

CERTIFICATIONS & COURSEWORK

- The Cycle: Management of Successful Arts and Cultural Organizations
- Hootsuite Platform Certification
- Hootsuite Social Marketing Certification
- HubSpot Content Marketing Certification
- Google Analytics Individual Qualification



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