

ELYSIA L. SMITH

SUMMARY OF QUALIFICATIONS

- Demonstrates effective leadership by orchestrating and managing collaboration 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 • MAJESTIC COLLABORATIONS • OCTOBER 2020 - PRESENT

- Develops strategy, toolkits, and templates to support external communications and marketing through branding, storytelling, and content
- Supports communications and marketing through digital and social media, copywriting and copyediting content, thought leadership, and the promotion of business activities and events

COMMUNICATIONS SPECIALIST • PAYPAL • MAY 2021 - JUNE 2022

(freelancer for 24 Seven, contract with PayPal)

- Supported PayPal's Global Employee Communications Team providing creative and strategic input to develop infrastructure for the internal communications center of excellence.
- Managed internal tools and intranet sites, developed programming for PayPal's employee networking program, created guidance and best practices for global events and communications with a focus on inclusion and accessibility, and consulted on creative communications content including video and Slack.

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

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

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



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ADDITIONAL EXPERIENCE

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

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

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

STAGE MANAGER • SXSW • 2018 & 2019 SEASONS

- Coordinated advancement of 5 showcases at a SXSW official venue, worked with 30 national and international bands and their management, presenters, and venue staff, ensuring smooth showcases and positive customer relations
- Managed a rotating volunteer stage crew to collaborate on production needs resulting in efficient showcases

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

CERTIFICATIONS

- Hootsuite Platform Certification
- Hootsuite Social Marketing Certification
- HubSpot Content Marketing Certification



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