




KIERRA RENEE SMITH

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EDUCATION

MASTER OF ARTS
STRATEGIC
COMMUNICATIONS
American University
2019 – Expected 2020

BACHELOR OF ARTS
INTEGRATIVE PUBLIC
RELATIONS
Central Michigan University
2015 - 2019

KEY SKILLS

Microsoft Suite
Adobe Photoshop, InDesign & Premiere
WordPress & Blogging
Photography
Canva & Graphic Design
Writing & Editing
Budgeting and Planning
Constant Contact
Hootsuite (certified)
Content Development
Research
Presentation & Public Speaking

ORGANIZATIONS

PUBLIC RELATIONS
STUDENT SOCIETY OF
AMERICA
Sept. 2017 – May 2019

NACCP
Jan. 2016 – Present

MOSAIC YOUTH THEATRE
2011 – 2015

PROFESSIONAL PROFILE

Aspiring storyteller and skilled public relations professional with strong verbal and written communication skills, social media knowledge and experience in strategizing and executing communication tactics. Currently seeking a position that will allow me to apply and shape my current skills in the communication industry.

EXPERIENCE

CUSTOMER RELATIONS REPRESENTATIVE

Tax Savvy Refunds Company / Detroit, MI. / Dec. 2018 – Present

- Currently serve as the day-to-day contact for current and new clients through telephone, social media and email marketing.
- Created content and developed an efficient social media calendar for Facebook and designed promotional flyers for upcoming tax season utilizing Adobe InDesign and Canva.
- Established a team to distribute 2,000 door hangers and produced 40 marketing emails utilizing Constant Contact to send to more than 300 returning and potential customers.

OFFICE ASSISTANT & VOLUNTEER TRAINER

Pathways/GEAR UP of Central Michigan / Mt. Pleasant, MI. / Jan. 2016 – July. 2019

- Performed administrative tasks and facilitated the College Positive Training Program, a two-hour workshop to help foster mentoring relationships between prospective students and current students. Instructed more than 180 students on communication strategies for K-12 students, developed consistent social media content for Facebook and Instagram and hosted campus visits.

PUBLIC RELATIONS INTERN

Home Builders Association of Central Michigan / Mt. Pleasant, MI. / Aug. 2018 – Dec. 2018

- Served on a team of interns to design materials for social media promotion using Canva and InDesign and host events for members of the association.
- Coordinated with PR director to purchase media ad space and book celebrity Vern Yip for the annual Home Show.
- Organized a photography session to obtain photos of homes for Parade of Homes, an online showcase of new homes in the Mount Pleasant Area.

COMMUNICATIONS INTERN

Mt. Pleasant Area Chamber of Commerce / Mt. Pleasant, MI. / May 2018 – Sept. 2018

- Wrote five monthly newsletters to be distributed through Constant Contact, designed flyers using Canva and InDesign, maintained organization of its Facebook and LinkedIn platforms and distributed promotional materials to local businesses.
- Filmed, directed and edited four monthly video segments and promotional material to be emailed to more than 1,000 Chamber members through Constant Contact.
- Strategically planned and hosted the organization's monthly events for members of the association.

PRODUCTION ASSISTANT

910AM Superstation / Detroit, MI. / April 2017 – Aug. 2017

- Supported the day-to-day operation of the late-night show airings, which included contacting and booking guests, researching discussion topics, planned and promoted six monthly movie screenings, panel discussions and designed promotional flyers with InDesign.

ACCOUNT EXECUTIVE

PR Central (Student Run PR Firm) / Mt. Pleasant, MI. / Jan. 2017 – May. 2018

- Designed collateral material through InDesign and produced a functional media list to be utilized by the client to send news releases to surrounding media.
- Conducted an efficient social media audit to improve client's content and visibility on their social media platforms.