

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 | Summa Cum Laude

EXPERIENCE

COMMUNICATIONS SPECIALIST · MAJESTIC COLLABORATIONS · OCTOBER 2020-PRESENT

- Support communications for Majestic Collaborations, Majestic Amplifications, and Majestic Water Works
- Maintain online social media and web presence, build brand awareness, communicate subject area expertise through content, and promote business activities

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

STAGE MANAGER · SXSW · MARCH 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 to ensure smooth showcases and positive client relations
- Managed a rotating volunteer stage crew to collaborate on production needs resulting in efficient showcases



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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

STAGE MANAGER · ENGLEWOOD BLOCK PARTY · OCTOBER 2019-MARCH 2020

- Worked with the City of Englewood Staff and Englewood Block Party Event Manager to fulfill stage management duties
- Acted as the liaison between the bands, event, and production teams to ensure a smooth event

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

RESIDENT ASSISTANT & PRIVATE VOCAL INSTRUCTOR · LYNX ARTS & MEDIA CAMP AT THE UNIVERSITY OF COLORADO DENVER · JUNE 2015

- Worked with high school students from across the nation pursuing the arts by guiding and assisting on field trips, residence hall life, and day to day organization of the camp
- Taught private vocal lessons to high school students tailored to meeting their career goals

CERTIFICATIONS

- Hootsuite Platform Certification
- Hootsuite Social Marketing Certification
- HubSpot Content Marketing Certification
- Google Analytics Individual Qualification

ACADEMIC ACCOMPLISHMENTS

- Beta Gamma Sigma, international business honor society (top 20% of class)
- Phi Kappa Phi, honors society (top 10% of class)



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