

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 · 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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(720) 663-9614



ELS.ELYSIA@GMAIL.COM



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ADDITIONAL EXPERIENCE

STAGE MANAGER · SXSU · MARCH 2018 & 2019 SEASONS

- Coordinated advancement of 5 showcases at a SXSU 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

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

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

CERTIFICATIONS

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

GRADUATE 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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