



SHAWN SMITH

ARTIST | VISIONARY | GO-GETTER



GET IN CONTACT



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PERSONAL PROFILE

Creative Professional with 1+ years experience and an extensive knowledge in research and execution of marketing strategies, recruiting strategies, program and product creation, development, and implementation, and administrative duties as well.

AREAS OF EXPERTISE

Program Management
Writing
Music Production
Product Development
Product Research
Leadership
Communication
Management
Advertising
Outreach
Social Media
Attention to Detail
Time Management

WORK EXPERIENCE

NORTHWESTERN UNIVERSITY | April 2021- Present

Program Assistant for Master's of Science in Artificial Intelligence

- Administrative Duties (scheduling meetings, organize events, organize and sort information)
- Project Management (manage and facilitate an array of fun and professional workshops and events)
- Maintained relationships with students and partners on daily basis
- Maintained positive work environment and inspired optimism among coworkers
- LITNERD | Feb. 2021 - April 2021

School Coordinator (Sales) (Nov 2021- Mar 2022)

- Send out email marketing blasts daily
- Made outbound sales calls (80+ per day)
- Was the main point of contact for schools

Creative Project Coordinator (Nov 2021- Mar 2022)

- Write and develop educational workshops bringing books to life- Product Development
- Managed the education IP and programs within K-5 schools- Program management
- Created schedules for teachers and artists that worked within schools
- Wrote contractor invoices and sent them to accounting and contractors- Invoicing
- Created job postings and interviewed, hired, and trained new employees- Recruiting

Teaching Artist (Feb 2021- Nov 2021)

- Write and develop educational workshops bringing books to life.
- Teach fundamentals of Social Emotional Learning and Poetry for grades pre-k to 4th grade (NYC school district).
- Work with title one schools to develop and deliver fun and educational learning experiences.
- Organize and conduct educational workshops fostering SEL and literacy for classes of 1-60 students.
- Manage classrooms of students (1-60).
- Write SEL and literacy curriculums and lesson plans for workshops.

Substitute Teaching

ROSE EDUCATORS | October 2021- December 2021

- Facilitate classrooms of students when teachers are absent
- Quickly learn and teach the provided material to students (5-20 students)
- Assist with classwork and homework by providing study help and tips
- Tutor students whom extra help



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EDUCATION

Bachelor of Science
Marketing
Colorado State University-
Global campus
2021

REFERENCES

Logistic Operations

Autumn Pinks
Office Manager
apinksforever@gmail.com
616.724.6252

Charter Schools

Dr. Barry Hall
GVSU Director of Charter
through College Programs
barry.hallii@live.com
231.286.7326

National Debate League

Brandon Reynolds
Detroit School of Arts Head
Debate Coach
brandonrey2021@gmail.com
616.685.9100

WORK EXPERIENCE

Marketing Research Intern

PROJECT TRADESHOW | Feb. 2021 - May 2021

- Conducted market research to improve current marketing functions.
- Pitched marketing improvement ideas utilizing Google suite.
- Improved social media effectiveness and increased online traffic by ~40%.
- Conducted keyword research and drafted social media content.
- Produced SWOT and risk analysis reports for marketing functions.
- Analyzed and organized SEO, CTR, Traffic information into concise reports.
- Designed and developed marketing graphic samples for advertising.

Wireless Consultant

GO WIRELESS | Dec. 2019 - Feb. 2021

- Assisted customers with their cellular device needs.
- Met and surpassed monthly sales quotas.
- Conducted direct marketing tactics; cold calling, sending out weekly texts utilizing Salesforce.
- Helped customers manage their accounts and assist with changes needed.
- Met with brand representatives to discuss features and benefits of products.

West Michigan Travel Shift Supervisor

PAPA MURPHY'S INTERNATIONAL | June 2015 - Dec. 2019

- Traveled and managed multiple storefronts along Michigan's western lakeside.
- Conducted employee training sessions and seminars.
- Processed deposits and sent them to accounts receivable teams.
- Handled logistics within stores; scheduling, ordering products, and addressing dissatisfied customers.
- Implemented local marketing strategies and organized involvement in community events.
- Operated stores and provided stellar customer service experiences.

CERTIFICATIONS AND LICENSES

Illinois State Board of Education Substitute Teacher License
ID: 2556154 Expires November 4, 2027