

PAIGE SMITH

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EDUCATION

Texas Christian University, Neeley School of Business Fort Worth, TX
Bachelor of Business Administration May 2024
Major: Marketing and Management GPA: 3.82
Honors: John V. Roach Honors College | TCU Faculty Scholarship | Dean's List-all semesters

EXPERIENCE

Kansas City Area Development Council, Kansas City, MO May 2023-July 2023
Marketing Intern

- Designed and crafted exciting content using Canva and CapCut, resulting in impression increase by almost 100% on average and an increase in interactions by around 150% across multiple social media platforms
- Tracked social media campaign metrics utilizing Metricool to improve social media strategy and budget
- Formulated and executed communication content targeted to more than 700 recipients through mass emails via ClickDimensions and website development using SiteFinity

Henderson Engineers, Lenexa, KS May 2022-Present
Marketing and Communications Intern

- Organize over 2,000 digital images in OpenAsset, a cloud-based database, by adding tags and storing assets so that project proposals can be developed more efficiently and be more impactful
- Handle requests for social media posts by reviewing submissions for compliance with company policy and reviewing existing social media posts to ensure new information is consistent with what is published
- Write bios for engineering new hires by reviewing resumes and identifying key attributes and qualifications that enhance the strength of the team

Threshing Bee, Overland Park, KS May 2019-August 2022
Marketing and Sales Associate

- Created marketing graphics in Canva to strengthen company's digital presence, reinforce brand recognition, and to enhance effectiveness of marketing materials for sales promotions or vendor visits

LEADERSHIP EXPERIENCE

Gamma Phi Beta, Fort Worth, TX December 2021-December 2022
Public Relations Executive Vice President

- Planned and executed a successful annual philanthropy event by effectively delegating tasks and making changes that enhanced the value of event participants, raising \$25K for Girls on the Run
- Designed, developed, and implemented a family weekend event for over 500 attendees to generate a memorable and enjoyable experience, where positive feedback was unanimously received by attendees
- Managed social media outlets to attract potential new members and realized gains of over 1,000 unique interactions with posts, which resulted in an 25% increase in followers

CAMPUS ENGAGEMENT

Neeley Premium Credentials Neeley Navigators
American Marketing Association Women's Business Network

SKILLS AND INTERESTS

Certifications: HootSuite: Social Media Marketing, Microsoft Office Specialist: Excel and PowerPoint

Technical: ClickDimensions, Hub Spot, Metricool, Sitefinity, Mailchimp, Canva, CapCut, OpenAsset, Deltek

Interests: KC Chiefs, TCU athletics, Fantasy Football, leadership, dance, dogs, country music

Language: Spanish- proficient