

# Jason D. Smith

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## Education

### ***Master of Science, Management Studies***

May 2026

University of Maryland, Robert H. Smith School of Business | College Park, MD

GPA 3.9

**Relevant Coursework:** Data Driven Decision Making, Strategic Management, Negotiation & Conflict Management, Organizational Change, Financial Management, Managerial Economics, Financial Accounting, Business Ethics

### ***Bachelor of Science, Sports Management***

May 2024

Minor, Business Administration & Minor, Marketing, Towson University | Towson, MD

GPA 3.65

- Named to Dean's List (Fall 2021, 2022, 2023 & Spring 2021, 2022, 2023, 2024)

## Consulting Experience

### ***Graduate Consultant - ServiceNow X NASA Project***

May 2025

- Conducted in-depth market research of 3 NASA mission centers to identify strategic challenges.
- Gained an understanding of public-sector stakeholder alignment and change management through federal collaboration.
- Identified opportunities for ServiceNow solutions to enhance efficiency for mission centers.
- Interviewed NASA and ServiceNow senior executives to gather insights and to refine our recommendations.
- Developed 3 strategic recommendations for NASA to reduce inefficiencies and bottlenecks.
- Delivered presentations to the Smith School Advisory Board and ServiceNow C-suite executives, providing insights on NASA's needs and ServiceNow's growth opportunities.

## Professional Experience

Towson University Athletic Department, Towson, MD

### ***Athletic Facilities & Event Management Assistant Manager***

August 2024 - Present

- Coordinated 15+ large-scale NCAA & CAA Championship events, managing logistics, risk assessment, and compliance across 3,500 - 10,000 + attendees.
- Recommended and implemented logistics solutions that reduced event setup times by 25%
- Assisted with financial and resource planning for event operations, optimizing costs.

### ***Athletic Facilities Lead Building Manager Internship***

August 2022 - May 2024

- Lead a team of 7-10 building managers, assisting with facility operations and maintenance strategies.
- Assisted in developing process improvement plans to enhance operational efficiency and resource utilization.
- Designed standardized procedures for game-day operations, reducing errors and miscommunications.

### ***Athletic Facilities Building Manager Internship***

January 2021 - August 2022

- Managed facility operations and logistics for Towson's athletic venues, ensuring smooth daily and game-day execution.
- Conducted facility audits and compliance checks, ensuring safety and maintenance adherence.
- Implemented workflow improvements that increase staff efficiency.

## Technical Skills & Analytical Skills

### ***Tools & Platforms***

Microsoft Excel (VLOOKUP, PivotTables), PowerPoint (Executive Presentations), Word, Power BI (Intermediate), Tableau (Basic), Google Workspace

**Consulting & Communication:** Stakeholder Engagement, Process Mapping, Report Writing, Presentation Delivery, Team Collaboration