

PATRENA ANN DAMETRA SMITH

33 Atwood Lane ▪ East Hartford, CT 06108 ▪ 203-379-7303 ▪ patrenasmith5@gmail.com

Talented Public Relations Marketing Specialist who has proven excellence in all aspects of operations. Expert in establishing goals, implementing effective work processes, building client relationships to drive growth, and delivering quality customer service. Displayed strategic insight and ambition when executing complex initiatives serving company objectives. Metrics generator who can institute new standards of excellence through measurable accolades. Talented coach who can teach others to exceed expectations consistently.

Areas of Expertise:

Customer Service – Lead Generation – Client Relations – Event Coordination – Strategic Planning
Professional Development – Talent Acquisition – Market Analysis – Interviewing – Business Negotiations
MS Office – Word Perfect – Lotus Notes – GroupWise – Adapt – iResumix – Copas – CSS HRizon
ADP/CSS – AJB.org – Monster – Careerbuilder – PcAnywhere – Temp Trax – JobDirect – HotJobs –
QuickBooks – Zoom- Go to Meeting

EDUCATION & TRAINING

Bachelor of Arts in Liberal Arts & Sciences: UNIVERSITY OF CONNECTICUT

Fundamentals of Personnel Law for Managers and Supervisors – Certificate of attendance (.6 CEU's)
Producer Insurance License – Life, Accident/Health, credit, Travel, State of Connecticut, New Hampshire, Rhode Island, Massachusetts, Vermont, and Maine

PROFESSIONAL EXPERIENCE

AMERICAN INCOME LIFE INSURANCE COMPANY

2009 TO PRESENT

PUBLIC RELATIONS MARKETING SPECIALIST (2009 TO 2013 & 2015 TO PRESENT)

Cultivate leads for the Sales Team while developing and retaining the company's corporate image and identity. Pinpoint client groups and determine the best way to contract with the group to provide no cost benefits to different members to generate leads for the Sales Team. Interact with executives, managers, and administrators within the following markets credit unions, unions, associations, small business, and schools. Conducted presentations to executives, executive boards, principles, and business owners. Forge and retain relationships with new and existing clients.

- Stimulated an overall 76.09% lead growth and 176.1% original lead growth for the 2020 calendar year.
- Received the following accolades:
 - Founder's Club 2020
 - Top Public Relations Representative Category V 2020
 - Most Original leads Generated 2020
 - Top Rookie in February 2010
 - Top Public Relations Representative Category III in February 2010
 - Top Public Relations Representative Category III in September 2012

PUBLIC RELATIONS MANAGER-NEW ENGLAND (2013 TO 2015)

Formulated strategic plans for recruiting and hiring new talent to fill vacancies. Managed and inspired the Public Relation Team of five marketing specialists in developing strategic plans for increased lead generation in specific market to obtain growth of 23% for the territory in 2014. Ranked second as Public Relations Manager in February 2014. Bonus 5 out of 5 Quarters as a Public Relations Manager

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PROFESSIONAL EXPERIENCE CONTINUED...

PROCURE STAFF

2006 TO 2009

ONSITE RELATIONSHIP MANAGER

Interfaced with engaging managers and vendors to fill administrative and clerical contractor job requisitions within the healthcare industry nationwide. Developed and educated clients on the process and benefit of the program. Screened resumes to select the most qualified candidates to present to the staffing managers. Secured interviews and complied payroll cost savings reports; expired purchase order and tenure reports; and processed purchase orders modification such as extensions, expenses, and termination. Diplomatically negotiated bill rates with vendors to win five monthly negotiation awards.

APOLLO PROFESSIONAL SOLUTIONS, INC.

2006

RECRUITER/SALES

Worked in tandem with hiring managers and HR departments and executives in recruiting contractors for direct and temporary positions within the automotive, aircraft, and aerospace industry. Prospected, acquired, and serviced current and potential clients for Apollo Professional Solutions by advocating the company as a feasible vendor to provide staffing services. Supported the development of recruiting strategies and talent acquisition.

BANK OF AMERICA

2005 TO 2006

CLIENT SERVICE CONSULTANT-GLOBAL TREASURY (GOVERNMENT BANKING)

Preserving highly-valued municipality for the bank. Assessed customer request patterns for potential new cash management products. Initiated internal and external transfers, as well as federal wires. Delivered financial calculations on an account for five months of daily interest for RM. Reconciled customer accounts for deposit errors. Aided clients with cash management products.

KONICA MINOLTA BUSINESS SOLUTIONS U.S.A., INC.

2005

MAJOR ACCOUNT BILLING ADMINISTRATOR (GOVT.) | SALES ADMINISTRATOR (UPS)

Created and maintained materials in SAP for billing. Developed orders and 3rd party purchase orders. Expedited products and directed communication with vendors and other departments regarding the shipping, expediting, and delivering ETA information of 3rd party order products. Finalized edit processes on sales order documents.

THE NUCON GROUP

2001 TO 2004

ENGINEERING ASSISTANT/OFFICE COORDINATOR (2001 TO 2004)

Provided Executive Support to the Vice President of Engineering and the Branch Manager. Primary responsibility consisted of operation management in the areas of accounting, marketing, and recruiting. Inclusive of, but not limited to submission of government Forms CL-3 (state and federal REV.6/99 co-17) and extension of contracts; revenue projection, budget, and revenue reports; contract compliance; development of recruiting strategies and recruitment.

THE NUCON GROUP

(HAMILTON SUNDSTRAND)

2001 TO 2001

RECRUITING ASSISTANT

- Coordinated the Co-op/Intern Program and recruited professional candidates for the aerospace industry. Responsibilities consisted of negotiating salary and stipends; interfacing with hiring managers, search firms, headhunters, and executives to prepare a slate of qualified candidates for open job requisitions.

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PROFESSIONAL EXPERIENCE CONTINUED...

MANPOWER (UNITED TECHNOLOGIES CORPORATION) 2000 TO 2001

RECRUITING COORDINATOR AND ASSISTANT CO-OP/INTERN STAFFING ASSOCIATE

Organized second round interview events, which consisted of utilizing Behavioral Based interviewing techniques to interview prospective candidates, sourced and assessed resumes, negotiated Contracts with key vendors, and managed a Microsoft Access database which held over 3000 candidates.

VOLUNTEERISM

THE SALVATION ARMY **2003 TO 2012**
YOUTH CORP SARGENT MAJOR
Developed program for the youth in our community and members. Operated within the North End of Hartford Community as a family Mediator participating in the family Mediation Program in partnership with Connecticut Department of Children and Families and the Capitol Region Conference of Churches.

- Lead Mediator
 - Treasurer
 - Choir member

WESTERN CONNECTICUT AREA LABOR FEDERATION 2016 TO 2019

FINANCIAL SECRETARY TREASURER

Oversaw the merger of four central labor council to create the Western Connecticut Area Labor Federation. Developed the constitution and merger contract for area labor federation; secured a FEIN and State tax ID for the organization; created an employee contract; secured employee health and retirement benefit; and recruitment and hiring of employee. My primary responsibility was to provide detailed Financial reports; account payables and receivables, payroll; as well as State Elections Enforcement Commission and 990 fillings. In addition to, increasing and maintaining member affiliation; managing the political Action Committee account; managing the field engagement coordinator; strategic planning and program building; as well as developing relationship at the National, Regional, and State level across private, public and building trade union sectors.

- Managed the merger of over \$300,000 in Assets.
 - Secured \$270,000 in grant funding from the National AFL CIO for Western Connecticut Area Labor Federation and Eastern Connecticut Area Labor Federation.
 - Sponsored Pathway to Power – a seminar to encourage and train union members to run for federal, state, and municipal office.
 - Acquired access to a National Field Engagement Coordinator to assist with municipal elections.
 - Acquired additional funding from the National AFL~CIO for supplies for the municipal elections.

Waterbury Central Labor Council: Treasurer-PAC Fund Administrator

Fairfield County Central Labor Council: Recording Secretary

Hartford Central Labor Council: Vice President

Connecticut AFL-CIO: Vice President

Western Connecticut Area Labor Federation: Recording Secretary Treasurer

Eastern Connecticut Area Labor Federation: Executive Board Member -Trustee