

Ava Eileen Smith

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EDUCATION

Purdue University, Brian Lamb School of Communication

West Lafayette, IN

B.A. Liberal Arts

Aug 2019 – Dec 2022

Major: PR & Strategic Communication | Minor: Film and Video Studies

Awards: Dean's List and Semester Honors, Outstanding Student, #1 Chapter Firm

Associations: Public Relations Student Society of America (PRSSA), Her Campus, Campus Trendsetters, Boiler Gold Rush (BGR)

EXPERIENCE

Purdue University Marketing and Communication

West Lafayette, IN

Social Media Mogul

Jun 2022 – Dec 2022

- Increased engagement in June on Instagram Reels and Tik Tok more than 200% by creating various content pieces to bring awareness to the Purdue University brand.
- Direct all Instagram Reels content by developing a strategic plan focusing on growing reach and engaging organically by implementing clever copywriting such as captioning and titles.
- Analyzed engagement and reach using Sprout Social and Brand Bastion while monitoring comments, likes, shares, and mentions on all social media platforms.

Boiler Communication

West Lafayette, IN

Multimedia Director

Oct 2021 – Jul 2022

- Advised all 60 account coordinators and executives about utilizing multimedia trends to boost reach and engagement for client social media accounts.
- Managed projects for over 15 various clients to raise awareness of company values, practices, as well as products and services.
- Authored a 20-page concise video and photo guide highlighting Boiler Communication media materials such as processes, modes of distribution, and channels of promotion.

Multimedia Manager

Sep 2021 – Oct 2021

- Led a team of five content coordinators to film and edit video footage curated by a pre-production producer using Adobe Creative Suite and Final Cut Pro.
- Strengthened the agency regarding multimedia skills to provide clients with better methods of SEO and consumer loyalty by founding the multimedia department for Boiler Communication.
- Communicated with clients during all pitch and proposal meetings to explain what Boiler Communication offered multimedia-wise and how it could benefit clients' brand and increase visibility.

Assistant Videographer

Nov 2020 – Apr 2021

- Collaborated with Digital Director and Lead Videographer to elevate brand presence for Boiler Communication helping it gain 40 new members within a semester.
- Conspired with PRSSA to promote the organization's efforts and values by building out a video advertisement featured on the landing page in 2021.
- Researched market trends to propose different methods of content creation so both clients and agency staff could reach target markets and boost engagement by at least 50%.

Account Coordinator

Aug 2020 – Nov 2021

- Fabricated several SWOT analyses to strategically plan and market various client campaigns to a wide variety of target markets resulting in a gain of 100 followers within a day for a new music artist.
- Conversated with Los Angeles independent music artist to mold a brand personality and release a new single by working with LA media outlets as well as advertising the single on Spotify and Apple Music.
- Corresponded with account coordinators and executives to pitch campaign ideas to give clients an understanding of research and distribution methods.

Ensono

Downers Grove, IL

Marketing Intern

May 2021 – Dec 2021

- Analyzed competitors' social media platforms to gain a better understanding of multimedia trends for cloud, IT, and mainframe industries.
- Formalized a green initiative with other marketing interns to present to CEO helping reduce company spending by 5% and promote brand visibility.
- Conveyed valuable company information twice a week with employees in Europe to highlight successes and events happening in America.

SKILLS

Adobe Creative Suite • Final Cut Pro • Qualtrics • Project Management • Video Production • Photography • AP Style • Brand Strategy • Social Media Management • Internal and External Communication • Training • Client Relations • Strategic Planning • Content Marketing • Leadership • Graphic Design • Media Relations • Conflict Resolution • Microsoft Office Suite • Sprout Social • Brand Bastion • Copywriting • Journalism • Diversity and Inclusion • Negotiation • Honesty • Providing and Accepting Feedback • High Drive and Motivation • Integrity • Ethical • Empathetic