

Brianna Smith

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EDUCATION

Wayne State University, Mike Ilitch School of Business - Cumulative GPA: N/A Marketing: Bachelor of Science in Business Administration Scholarships: Gold Transfer Award	Detroit, MI Expected Graduation: May 2027
Florida Agricultural and Mechanical University, School of Business - Cumulative GPA: 3.8 Business Administration: Bachelor of /Science in Business Administration Honors/Awards: Dean's List Fall 2023, Dean's List Fall 2024, Dean's List Spring 2024, Dean's List Spring 2025 Scholarships: Florida A&M Alumni Association, Renaissance Business Department, Progressionista Book Club	Tallahassee, FL August 2023 - May 2025

EXPERIENCE

The 223 Agency <i>Marketing Intern</i> <ul style="list-style-type: none">Collaborated with 60+ clients to implement integrated marketing strategies, increasing monthly online orders by 4,000+Utilized advanced analytics tools to thoroughly analyze customer data and create 30+ campaigns, boosting engagement by 25%Advised clients on strategic marketing initiatives, significantly enhancing restaurant visibility and social media reach by 35%	Tallahassee, FL Sept. 2024 – July. 2025
Florida A&M Athletics Department <i>Marketing Intern</i> <ul style="list-style-type: none">Executed in-game promotions and fan engagement activities for 15+ athletic events, elevating game-day attendance by 20%Led essential sponsor activations and organized featured fan events, securing a 15% increase in sponsor satisfaction ratingsDeveloped targeted marketing initiatives for 5 sports programs and Rattler Kids Club campaigns, boosting membership by 10%	Tallahassee, FL Sept. 2023 – May. 2024
Carhartt <i>Marketing Intern</i> <ul style="list-style-type: none">Implemented innovative marketing strategies supporting 3 major seasonal campaigns, increasing qualified sales leads by 12%Researched and presented data-driven marketing plans, enabling leadership to effectively target 5 new customer segmentsCollaborated with cross-functional teams in marketing, sales, and design to launch 4 optimized initiatives on time and under budget	Detroit, MI Oct. 2022 – Jan. 2023

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Golden Women's Network <i>Fundraising Committee</i> <ul style="list-style-type: none">Launched fundraising initiatives and partnered with board members to plan Homecoming events aimed at boosting engagementCoordinated with 5+ volunteers to set fundraising goals and strategies, building the foundation for increased financial support	Detroit, MI Aug. 2025 – Current
Florida A&M National Sales Network <i>Membership Chair</i> <ul style="list-style-type: none">Led recruitment and organized 4+ professional workshops and networking events, connecting 100+ students with industry leadersFacilitated career development discussions and mentorships, increasing member participation in professional programs by 20%	Tallahassee, FL Aug. 2024 – May. 2025
Florida A&M Campus & Activity Board <i>Events & Entertainment Committee</i> <ul style="list-style-type: none">Coordinated 12+ large-scale campus events, significantly increasing student attendance and overall engagement by 30%Managed event logistics, budgets, and promotional campaigns to ensure highly successful, well-executed, on-time events	Tallahassee, FL Aug. 2024 – May. 2025

OTHER SKILLS & INTERESTS

Certifications: Entrepreneurship, Microsoft Excel, Microsoft Powerpoint, Microsoft Word
Other Skills: Event Planning, Marketing Strategy Development, Data Analysis, Client Relations, Team Collaboration
Interests: Baking, Cooking, Legos, Painting, Photography, Soccer, Softball, Strategy Games, Traveling, Volunteering