

# JESS SMITH

St. George, UT | 801-699-5337 | jess2025@icloud.com | www.linkedin.com/in/jess-e-smith-

Purpose-Driven Leader | Visionary | Big-Picture Mindset | Architect Of Growth | Innovation | Integrate Vision & Execution | Manage Implementation | Clear Communicator | Cross-Functional Leadership | Strategic Connector | Build and Maintain Relationships | Operational Execution | Structure Systems | Increase Revenue | Streamline Workflows | Adaptable | Resilient | Empower Individuals | Unify Stakeholders | HubSpot | Trello | Salesforce | Slack | Canva

Results-driven **Operations & Creative Consultant** with 3 years in multi-unit management. I specialize in aligning vision with execution-streamlining systems, integrating software, and turning data into strategy to drive growth and efficiency. Passionate about building meaningful, collaborative communities where individuals thrive, goals are exceeded, and innovation fuels lasting impact. I specialize in aligning vision with executions, streamlining systems, integrating software, and turning data into strategy to drive growth and efficiency.

## TECHNICAL CERTIFICATIONS

- **Tech Moms - Technical Skills Certificate - St George, UT** **Completed Nov. 2025**
- Built and presented a functional web application using HTML and CSS
- Gained hands-on experience with VS Code, Slack, and collaborative development workflows

### **Rapid Transformational Therapy Certification - RTT & Coaching - Remote** **Jan.2019- Jan.2020**

- Completed intensive training in RTT methodology, integrating hypnotherapy, neuroscience, and cognitive behavioral techniques, while applying protocols to support individual client needs
- Gained expertise in identifying and reprogramming subconscious blocks to accelerate emotional and behavioral transformation, resolving patterns related to confidence, anxiety, and motivation

## EXPERIENCE

### **MVM Utah - Creative Operations Consultant, Project Based - St. George, UT Sept. 2024 - Sept 2025**

- Increased projected budget to as much as \$330k, by growing enrollment
- Aligned operational systems with brand standards and growth objectives
- Developed and executed strategic plans to align operations with mission and growth goals
- Identified operational gaps and implemented scalable systems supporting expansion/efficiency
- Redesigned & launched branding/logo/website/uniforms, while iterating marketing strategies focused on teacher retention, student engagement, & community building
- Sourced and negotiated pricing with vendors, & evaluated most effective software solutions

### **Optimize Wellness - Personal Business Consultant - Hypnotherapy & Coaching**

**Jan.2021-Aug.2024**

- Conducted 1:1 and small group coaching sessions focused on personal and business growth
- Increased client sales, performance, and clarity through tailored mindset and strategy work
- Reduced burnout & imposter syndrome by 70% in clients

### **Fully Activated - Creative Operations Consultant - Chiropractic & Sports Clinic Dec. 2018- Jan.2021**

- Invented a proprietary method adopted by the multi-unit practice, resulting in 3x monthly profits and 40% reduction in workload, while delivering a luxury experience with consistency and care
- Created systems and best practices that scaled across teams and improved client satisfaction
- Cultivated strategic community engagement with businesses to expand brand reach

### **Luxury Property Operations Private Residences Park City, UT & Maui, HI** **June 2013 - May 2018**

- Coordinated renovations/upgrades with contractors to ensure high standards and timely project completion
- Oversaw vendor relationships and service contracts to maintain seamless property operations
- Delivered high level lifestyle support including travel logistics, event planning, and personalized concierge services with discretion, in order to maintain the brand and build client satisfaction

## EDUCATION

Le Cordon Bleu College Of Culinary Arts Las Vegas