

STACIE SMITH
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PROFILE

Marketing, Public Relations, Sales & Media Professional

Award-winning career communicator experienced since 2004 in leading marketing and public relations initiatives. Instrumental in building nationally recognized communication programs at Clear Channel Radio and DaimlerChrysler that include comprehensive marketing and PR campaigns, social media strategies and a system-wide crisis-management plan. Strong writing, interpersonal communication, and presentation skills.

Media Strategies. Corporate Communications. Executive Communication. Social Media. Radio. Marketing. Public Relations. Campaign Management. Event Planning. Promotions. Account Management. Crisis Management. Writing. Sales.

PROFESSIONAL EXPERIENCE

910 AM SUPERSTATION – SOUTHFIELD, MI

5/2016 – PRESENT

A new talk radio show based in Detroit that is aimed at reaching the urban community. The station currently averages about 25,200 unique listeners per week.

Radio Personality

- Research and develop story ideas and angles to discuss during live broadcasts.
- Build relationships with sponsors, to secure advertising endorsements.
- Research latest in entertainment and pop culture news to maintain relevant discussions.
- Coordinate and schedule show guests.
- Conduct live interviews with entertainers, athletes, designers and television personalities.
- Discuss various topics and current events with callers.
- Host broadcasts and promotions at station remotes.
- Host weekly station contests.
- Coordinate promotional events.
- Manage time and prioritize assignments for personnel.

THE IMAGE SPECIALISTS – TROY, MI**2015-PRESENT**

An organization that focuses on helping clients to look and feel their best. The organization specializes in helping clients to re-build their image with providing services such as: weight loss, makeover styling, wardrobe styling, vocal communication coaching, non-verbal communication coaching, media training and etiquette training. Many of their clients include: entertainers, television and radio personalities, professional athletes and executives.

Consultant

- Present sales presentations to register clients.
- Assist clients with wardrobe styling and media training.
- Develop relationships with corporations to enroll their employees in the *New Image Weight Loss* program to promote health and wellness initiatives.
- Host weight loss seminars for corporate clients and their employees.
- Develop marketing concepts and strategies for local advertising and promotional initiatives.

DIVA WHISPERS – GARLAND, TX**2011-2014**

DivaWhispers is an Entertainment News Web site that focuses on showcasing entertainers and celebrities in a positive manner. Diva Whispers' stories focus on celebrities' charitable causes, new projects and business ventures.

Creative Director/Correspondent

- Managed online layout and Web design.
- Researched, wrote, edited and created layout for new articles and features.
- Oversaw promotional budgets.
- Built relationships with celebrities and their publicists for interviews.
- Scheduled and conducted celebrity interviews.
- Hired freelance and full-time staff.
- Assisted in the shooting and video editing process of celebrity interviews.
- Planned and implemented the art direction of photo shoots.
- Planned promotional events to promote the Web site.
- Designed other media contents such as brochures and press kits.

BIG BANG DETROIT - DETROIT, MI**2008-2015**

Big Bang Detroit is a Production Company and Multimedia Marketing Agency that specializes in Video Production, Graphic and Web site Design and Social Media and Brand Management.

Freelance Producer

- Scheduled, organized and managed multiple projects from initial creative development through final delivery.
- Pitched concepts to numerous investors, management companies, studios and other producers.
- Managed project communications (client and internal) while leading production teams.

- Managed budgets, approved expenses and provided progress reports to the Finance Manager.
- Built relationships with sponsors, to secure advertising endorsements.
- Recruited and hired talent for projects.
- Supervised the creative of film, television and commercial projects.

CLEAR CHANNEL RADIO – FARMINGTON HILLS, MI 2008-2011

With 231 million monthly listeners in the U.S., Clear Channel Media and Entertainment has the largest reach of any radio or television outlet in America. Clear Channel Media and Entertainment serves 150 cities through 850 owned radio stations.

Account Manager

- Discovered needs of clients and developed programs and advertising opportunities to meet their needs.
- Prepared promotional plans, sales literature, rates and sales contracts for clients.
- Developed marketing campaigns for on-air, internet and special events for clients.

DAIMLERCHRYSLER (CHRYSLER GROUP) – AUBURN HILLS, MI 2005-2008

Headquartered in Auburn Hills, Michigan, Chrysler Group’s product lineup features some of the world’s most recognizable vehicles, including the Chrysler 300 and Town & Country, Jeep Wrangler, Ram 1500, Jeep Grand Cherokee and Fiat 500.

Supplier Identity Communications Specialist

- Developed media relations plans, to support Chrysler Group’s Information Technology Management and Procurement and Supply.
- Coordinated communications strategies with Germany-based Information Technology Management and Procurement and Supply counterparts.
- Coordinated media relations strategies with suppliers when working on joint initiatives.
- Managed the North American International Auto Show media fulfillment.

EDUCATION

OAKLAND UNIVERSITY

B.A., COMMUNICATION, 2004

- Communication Honors Program
- AmeriCorps Scholarship Award Recipient for volunteer contributions and academic achievement.