

ELIZABETH STUETZ SMITH

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STRATEGIC MARKETING/COMMUNICATIONS PROFESSIONAL

Skills: Brand Strategy, Communications Strategy, Content Strategy, Customer Insights, Brand Development, Internal and External Communications, Writing, Editing, Project Management, New Business Development, Presentations, Public Speaking, Managing Cross-Functional Teams, Leadership, Building Relationships, Storytelling

DIRECTOR, DEVELOPMENT/COMMUNICATIONS, REYNOLDS CENTER FOR TEACHING, LEARNING & CREATIVITY; BOSTON, MA – MAR 2023-PRESENT

- ❖ Drive the vision and strategy for RC-TLC's messaging, external communications and fundraising. Provide strategic communications guidance to cross-functional teams.
- ❖ Develop and execute highly strategic, overarching content and communications plans in support of business objectives and brand culture, including grant proposals, donor communications, social media content, press releases, and newsletters.
- ❖ Externally amplify the organization's mission, values, news, and initiatives to a wide variety of audiences.
- ❖ Conduct industry and funding research to identify trends and determine new opportunities for funding.

VOLUNTEER ESL INSTRUCTOR, DEDHAM PUBLIC LIBRARY; DEDHAM, MA – JAN 2022-PRESENT

- ❖ Provide engaging English language instruction to groups of students with varying proficiency levels.

LUXURY SALES AND MARKETING ASSOCIATE, MIELE USA; PRINCETON, NJ – APR 2019-MAY 2020

Provided an exceptional sales experience and customer service in order to develop strong relationships with customers, identify their needs, identify sales opportunities, and quickly turn opportunities into new and recurring revenue for Miele.

- ❖ Exceeded goals with \$1.5 M sales quotes written, more than any other associate.
- ❖ Leveraged CRM system to analyze customer data and insights, manage existing accounts, develop leads, and establish unique selling opportunities. Maintained broad knowledge of current industry trends and competitors.
- ❖ Led training sessions for new associates and business partners.
- ❖ Copywriting and content creation for website, blog posts, social media, and marketing projects.
- ❖ Conceived and developed Miele's first company-wide holiday gift guide to generate and track consumer sales.
- ❖ Conceived new Miele Coffee Club subscription renewal service.

COMMUNICATIONS CONSULTANT, MAC4 COMMUNICATIONS; PHILADELPHIA, PA – 2006-2011

- ❖ Developed key internal and external strategic communications for life science clients including Johnson & Johnson, Centocor, Ortho Biotech, Astra-Zeneca, SAP and Providence Health Services.
- ❖ Copywriting and content creation, B to B and B to C communications, digital media, website content, newsletters, public relations/marketing materials, and executive speeches.

ACCOUNT DIRECTOR, COIL COUNTS FORD & CHENEY; CHICAGO, IL – 1997-1999

Led the Advocate Health Care account, Chicago's largest integrated health care system.

- ❖ Led ongoing brand strategy development and messaging for larger Advocate brand, as well as individual satellite hospitals.
- ❖ Developed and executed marketing and media plans, and performed competitive analyses to strengthen brand position.
- ❖ Provided project management, developed timelines, and managed cross-functional teams to ensure timely project completion.
- ❖ Managed \$7M budget.

MANAGER, NEW BUSINESS DEVELOPMENT, D'ARCY; NEW YORK, NY – 1995-1997

Led cross-functional efforts across account management, creative, and strategy teams to drive success for North American new business development.

- ❖ Managed all new business pitches and executed client prospecting plan.
- ❖ Supported five North American offices and supervised two direct reports.

ACCOUNT EXECUTIVE, D'ARCY; NEW YORK, NY – 1994-1995

Oversaw daily business operations for major accounts, including Procter & Gamble's Dawn Dishwashing Liquid and Ad Council's pro-bono National Infant Immunization Campaign.

- ❖ Supervised \$20M advertising budget, media placement and production schedules.
- ❖ Developed competitive analyses and delivered client presentations.

CARNEGIE MELLON UNIVERSITY; PITTSBURGH, PA - BACHELOR OF ARTS IN PROFESSIONAL WRITING