

# Schuyler Smith

Self-motivated and detail-oriented marketing and operations professional passionate about servant leadership and motivating teams.



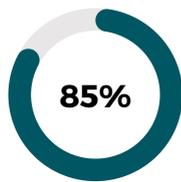
## Expert Skill



Marketing Apps & Software



Project Management



Customer Service



Problem-Solving



Teamwork



Emotional Intelligence

## Education Background

**3 Years Master's Degree  
Work in Public Diplomacy** 2010-2012  
University of Southern California

**B.A. Broadcast Journalism** 2005  
University of Southern California

## Work Experience

**MARKETING MANAGER** 6/2021-4/2022

Hossley Lighting & Power Solutions

- Coordinated promotional events for 6 states
- Evaluated marketing budget and sourced promo items from various vendors
- Integrated multiple email marketing platforms for three merging companies
- Developed and maintained database of 300+ manufacturers
- Administered employee incentive programs

**MARKETING & OPERATIONS MANAGER** 2012-2021

Spectrum Lighting + Controls, Inc.

- Assessed local competition and implemented appropriate marketing strategies
- Managed website and social media presence
- Coordinated email marketing campaigns and promotional events (Constant Contact)
- Conducted professional development training annually
- Handled proprietary software database (OASIS) and personnel training
- Evaluated and innovated company best practices
- Managed accounts payable/receivable

Contact Me

 [schuyler.smith@gmail.com](mailto:schuyler.smith@gmail.com)

 901-896-4985