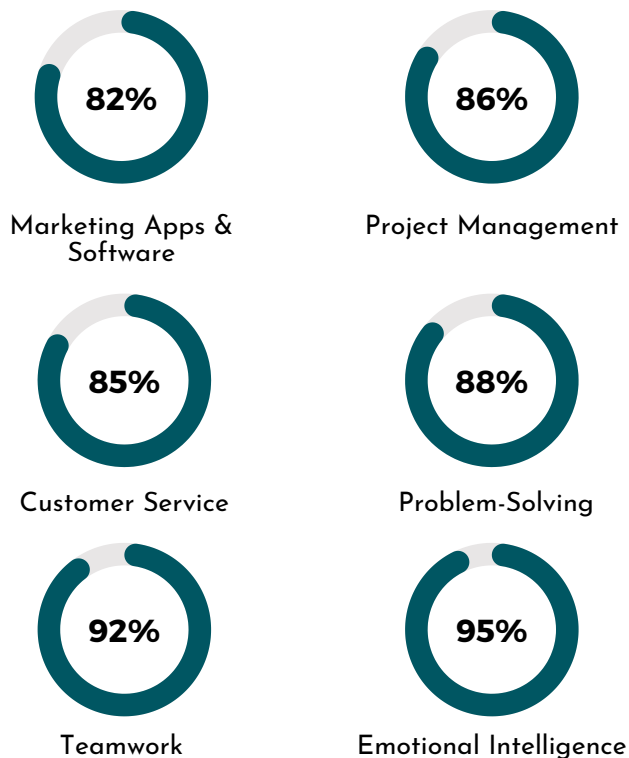


Schuyler Smith

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



Expert Skill



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

901-896-4985