

Mary Ann Smith

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EDUCATION

Saint Mary's College

Bachelor of Global Studies, Business Concentration

- Minors: Italian and Film Studies
- Cumulative GPA: 3.44/4.0

Notre Dame, IN

May 2018

John Cabot University

Study Abroad

- Developed stronger clarification of professional goals and enhanced self-awareness
- Utilized problem solving and crisis management skills while navigating new cultures and environments

Rome, Italy

August 2016 – December 2016

INTERNSHIP EXPERIENCE

Orangenius

Marketing Intern

- Create original content for Orangenius social media and website
- Utilize Co-Schedule to schedule social media posts
- Perform Instagram engagement through liking, commenting, and following
- Implement a Pinterest strategy to bring more traffic to site
- Write blog posts about emerging artists

Remote/New York, NY

August 2017 – Present

The Dilenschneider Group

Public Relations Associate

- Managed projects for intern-led assignments which included delegating tasks, setting deadlines, answering questions, resolving issues, and following up on the progress of the projects
- Co-wrote a trend report in collaboration with two interns on Generation Z with the intention for publication and distribution to Fortune 500 companies
- Performed research for authors on best practices for reaching millennial audiences
- Wrote weekly reports on trending global topics pertaining to the business world
- Created social media plans for a client which included the development of a mock social media site as well as best practices for connecting and engaging with constituents
- Contacted health and travel magazines via email to promote a client's PBS television show and set up media interviews for the client
- Selected as the only intern to attend the New York Republican Gala representing the company
- Utilized CisionPoint to build media lists, distribute press releases, manage PR campaigns, monitor news coverage and analyze results.

New York, NY

June 2017 – August 2017

RELEVANT WORK EXPERIENCE

University Edge Apartments

Leasing Consultant

- Communicate with tenants and prospective lessees through multiple forms of correspondence including email, phone, in-person, and property tours
- Manage the properties by utilizing Entrata leasing management software
- Assist with leasing events and activities
- Participate in resident retention events and activities
- Process leases, complete lease files, and ensure all corresponding paperwork is accurate

South Bend, IN

August 2017 – Present

Naperville Park District*Guest Services Attendant — Centennial Beach***Naperville, IL***Summers 2013 – 2016*

- Sell membership packages, rental space, and merchandise to public at location or over phone.
- Monitor inventory of supplies and equipment. Report needed items to Manager.
- Handle cash and report computer concerns. Follow all park district policies related to proper cash handling procedures including balancing cash and preparing appropriate reports (i.e., daily cash statements, receipts, and deposits).
- Demonstrate excellent communication skills (i.e., professional ability to attend to customer needs).

CAMPUS INVOLVEMENT

Saint Mary's College*Phonathon***Notre Dame, IN***January 2016 – April 2017*

- Serve as a liaison between Saint Mary's College and its alumnae, parents, and friends.
- Build and maintain knowledge of the college and the Office of Annual Giving.
- Practice good listening skills in an effort to tailor each call to the prospect's needs or interests.
- Leave each prospect with a good feeling about Saint Mary's and their conversation with you, regardless of the pledge outcome.

TECHNICAL SKILLS

- Social Media: Facebook, Twitter, Instagram, Pinterest, YouTube, LinkedIn; Social Media Planning/Strategy
- Databases: CisionPoint (research database); Entrata (leasing management system)
- Google: Drive, Docs, Sheets, Forms, Slides
- Microsoft Office: Excel, Word, PowerPoint