

Jess "CJ" Smith

MEDIA SPECIALIST

Profile

Friendly and skilled, with a myriad of experience and a driven attitude. Proven ability to deliver the mission of a brand, adept in analytical thinking, strategic planning, leadership, and building strong relationships within and outside of the company.

Employment History

Customer & Community Manager, Rowan, Rook & Decard, United Kingdom

SEPTEMBER 2023 – PRESENT

Personalised responses to customers and enquiries at Rowan, Rook & Decard. Building community & social media initiatives. Sticking true to brand while being willing to wear just about any hat and create lots of professional chaos.

Marketing Copywriter, Avadel, Remote (Texas-based)

MARCH 2022 – OCTOBER 2022

Built copy and marketing materials, B2B content, emails and posts while honing deliverability processes and performance metrics. Took the initiative to analyse copy team workflow and optimise training for new copywriters, which included use of email software, drip campaign marketing, lead generation and scheduling.

Marketing & Social Media Manager, Gateway Events, Remote (UK-based)

AUGUST 2021 – APRIL 2022

Strategised, created and implemented social media schedule including each post, collaboration and graphic. Analysed marketing data and feedback to ascertain further advertising opportunities best-performing platforms.

Creative Marketing Manager, Company P, Remote (Europe-based)

AUGUST 2020 – AUGUST 2022

Proposed multimedia social schedule including influencer collaborations, engagement posts, graphics and videos, all created from scratch. Implemented best practise for event marketing and assisted in creative writing.

Executive Assistant & Chief Translation Manager, PVP Filmworks, Remote & Travel (Los Angeles-Based)

MARCH 2016 – MARCH 2020

Allocated incoming/outgoing translation assignments to maximise efficiency, organised employee hours/payroll, overhauled company policies, training and workflows. Chaired meetings and handled executive-level business correspondence. Managed booths of 5-30 employees at conventions, representing a variety of companies partnered with PVP Filmworks. Handled guests, created timetables, tracked products/sales, and booth setup/takedown.

Youth Tabletop Game-Master, Fair Game INC, Remote (Illinois-based)

JANUARY 2021 – DECEMBER 2022

Facilitated tabletop games for kids aged 8-17 online, spinning creative encounters and encouraging teamwork while teaching collaborative story-building. Created maps, modules, and taught mechanics in fun and engaging sessions.

Writer, Video Editor & Streamer, Ink & Lyre, Remote (USA-based)

APRIL 2021 – PRESENT

Details

United Kingdom
07432272899
jessagsmith@gmail.com

Links

[Portfolio](#)

[CJStarry](#)

[LinkedIn](#)

Skills

Social Media & Marketing

Writing & Editing

Problem Solving & Data
Analysation

Project Management & Planning

Hobbies & Volunteer Work

SCUBA, tabletop RPGs, singing, dancing, thrifting antiques, cooking, hiking, playing board & video games, travelling, & reading.

Volunteer Work: Guest Writer for Lansing City Pulse, Field Trip Guide for Winter Garden Historical Society, Volunteer Coordinator for GVSU Career Center, Classroom Tutor for Junior Achievement, Disney VoluntEARs, Orlando Florida SPCA, Guardians for Animals.

Wrote for [The Stargazers Guide to Aroria](#), a Tabletop RPG manual that launched on Kickstarter with over \$100,000 in support. Acted in and facilitated live-streamed Actual Plays, edited sound and videos.

Artisan & Content Producer, CJ Starry / D20 Stuff, Remote

JANUARY 2013 – PRESENT

Creating bespoke costume, wig & prop commissions, jewellery crafting and other projects. Also offering services including managing social media content (ex. Youtube, Twitch, Instagram, Tiktok,), writing, graphics & editing.

Chef & Front of House, Universal Studios Orlando / The Wizarding World of Harry Potter, Orlando, FL, USA

MAY 2013 – JANUARY 2016

Took the initiative to become food safety officer, trained chefs that went on to become head culinary supervisors. Managed cook times and estimated food usage to keep waste low, addressed guest allergies and concerns. Cross-trained on bar, server, cashier, vending, stocking, plating, and events.

Concierge (Deluxe Resorts), Walt Disney World's Boardwalk Resort, Orlando, FL, USA

FEBRUARY 2013 – JANUARY 2015

Maximised guest experience by troubleshooting difficult concerns and assisting with tickets, dining and vacation planning. Check-in/out duties, created special moments, ordering celebration platters and other surprises for guests, delivering packages, and using the company vehicles to run errands or pick up guest-requested items.

Sales Associate, Wizzywig, Travel (Michigan-based)

MAY 2009 – NOVEMBER 2012

Operated as a 2-3 person team, attending conventions to sell merchandise. Displayed merchandise in an efficient and visually-pleasing manner, handled cash, and organised booth setup/takedown.

Sales and Marketing Representative, Hewlett Packard & Marketsource, Grand Rapids, MI, USA

MAY 2011 – NOVEMBER 2012

Educated local employees (Best Buy, Costco, etc) on Hewlett Packard products, assisted customers and acted as a sales representative, adhering to brand standards and overseeing knowledge of each individual product.

Chief Copywriter & Media Specialist, Grand Rapids EDU, Grand Rapids, MI, USA

MARCH 2010 – NOVEMBER 2012

Set the standard for business correspondence and b2b communications, overseeing and editing other employees' work while updating the website, taking sales calls, and proactively seeking clients for lead generation.

Additional Experience

Vocal Coach - Taylor Robinson, **Travel Writer** - Destination Haven

Tour Guide - American Ghost Adventures, **Brand Ambassador** - Triplepoint PR

Editor & Admin Assistant - Henry H. Smith & Co, **Assistant Manager** - Spirit Halloween

Barista - Borders Cafe, **Teacher's Assistant (1st Grade)** - America Reads/Counts NYC

Education

Bachelor of Science, International Communications, Grand Valley State University, Grand Valley, Michigan, USA

APRIL 2022

Graduated on the Dean's List with an additional Intercultural Communications certificate.

Undertook the coursework for Hospitality and Tourism Management prior to seeking this degree.

CAP 21 Musical Theatre, New York University

JULY 2011