



CHANEL SMITH

DIGITAL MARKETING STRATEGIST

CONTACT

P: 202.369.5662

E: CHANELSMITH975@GMAIL.COM

W: CHANELLIENELLE.COM

SM: LINKEDIN/IN/CHANELSMITH975

SKILLS

- ADOBE CREATIVE CLOUD
- SOCIAL MEDIA/DIGITAL STRATEGY
- WEBSITE/APP DEVELOPMENT, HTML
- GOOGLE ANALYTICS, DOUBLECLICK
- EVENT PLANNING
- GRAPHIC DESIGN

ORGANIZATIONS & VOLUNTEER PROJECTS

ALPHA KAPPA ALPHA SORORITY, INC. -

PROGRAMMING CHAIR

NATIONAL ASSOCIATION OF BLACK JOURNALISTS -

PR CHAIR

FOX SPORTS UNIVERSITY - DIGITAL STRATEGIST

MONTGOMERY COUNTY VOLUNTEER CENTER -

SOCIAL MEDIA STRATEGIST

BRENIE SCHOLARSHIP AWARD - COPYWRITER

EXPERIENCE

BALTIMORE RAVENS - DIGITAL MEDIA ASSISTANT

Baltimore, MD | June 2020 - Present

- Design & edit pages for Baltimore Ravens official website
- Fulfill digital requests across the organization
- Create images & graphics for site content
- Post articles, videos & podcasts to site and app
- Organize digital components for marketing & ticketing initiatives

MIZZOU FOOTBALL - RECRUITING & OPERATIONS GRADUATE/ STUDENT ASSISTANT

Columbia, MO | Sept. 2017 - Jan. 2020

- Facilitate events for Mizzou Football including official/unofficial visits, gameday activities and more
- Assist in managing finances associated with recruiting efforts
- Evaluate the academic eligibility for recruits
- Organize & distribute records such as transcripts, receipt logs, visit info for coaches & team executives initiatives

THE BASKETBALL LEAGUE - MARKETING INTERN

Columbia, MO | Aug. 2018 - May 2019

- Conduct research for league marketing efforts
- Establish & maintain regular communication with media outlets
- Create & update league's media guide
- Create & execute publicity plans with a focus in social media and community efforts on both the team & league levels

MIZZOU ATHLETICS - MARKETING INTERN

Columbia, MO | April 2018 - Dec. 2018

- Shoot & edit video content for social media purposes and promotional efforts
- Organize & implement promotions and gameday activities
- Plan & execute special events for students and fans
- Participate in grassroots marketing initiatives throughout campus and Columbia community

WASHINGTON FOOTBALL TEAM - DIGITAL MEDIA INTERN

Ashburn, VA | May 2018 - Aug. 2018

- Design & edit pages for Washington's official website
- Maintain events calendar
- Aid in analytics reporting for site & digital assets
- Fulfill digital requests across the organization
- Assist in the digital rebrand of site

EDUCATION

University of Missouri

Bachelor's in Journalism - Strategic Communication

NYU

Certification - Fundamentals of global sports management