

Gerard Vallee Smith

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Education **Michigan State University** **East Lansing, MI**
College of Communication Arts & Sciences – Class of 2018
Bachelor of Arts in Advertising Management & Media, Minor in Public Relations

Experience
May – The Hoffman Agency **San Jose, CA**
Aug. 2017 Client Services Intern

- Played an essential role in managing diverse, PR-driven brand awareness campaigns for large B2B technology clients – developing outreach strategy, creative story pitches and account team updates
- Organized industry-specific competitive analyses and media lists, identifying key information and opportunities; assembled timely coverage reports to evaluate and improve campaign performance
- Contributed to over 100 meetings by composing detailed agendas, minutes and action item recaps; drafted social media content for the agency’s LinkedIn page and reported on engagement analytics
- Wrote a long-form article about tech trends, PR and journalism, published on the agency’s blog site, and worked closely with CEO Lou Hoffman, steering in-depth research for several one-off projects
- Became the first intern in the agency’s over 30-year history to lead the monthly employee gathering, creating an engaging presentation about my work experience and adding positive energy to the office

Sept. 2015 – MSU Innovation Center **East Lansing, MI**
May 2018 Business Development Intern

- Consulted student entrepreneurs in shaping early-stage business models by solidifying core problems and solutions, providing research direction, determining main audiences and building marketing plans
- Closely advised startup clients, such as a social networking company and an organic snack brand, during successful fundraising rounds – improving pitch decks, storytelling tactics and presentations
- Collaborated with faculty and peers to coordinate and fulfill logistical items for entrepreneurship events, including pitch competitions, alumni lectures, startup showcases and business workshops

May – Airfoil Group **Royal Oak, MI**
Aug. 2016 Public Relations Intern

- Supported media relations objectives for notable brands, such as eBay, FordDirect, WorkWave and Faurecia, assisting with message planning, pitch drafting, media outreach and impression tracking
- Established strong multi-tasking skills, consistently met deadlines and exceeded expectations around deliverables, including social media content curation, blog writing and speaking engagement calendars

Projects
Sept. 2017 – Voices of The MSU Hatch **East Lansing, MI**
May 2018 Entrepreneurship Blog Founder, Editor and Contributor

- Led the launch, refinement and growth of an official blog for the MSU Hatch, a student co-working space, sharing feature stories and thought leadership pieces related to early-stage entrepreneurship

Skills

Microsoft Office ██████████ Writing ██████████ Editing ██████████
Social Media ██████████ Research ██████████ Collaboration ██████████