

**Brian Smith**  
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*Experience*

**Writer & Project Manager**, Stony Brook University  
Stony Brook, NY (August 2014 – Present)

- Write and edit feature stories, marketing copy and digital content for college website, print publications, social media accounts and other digital assets
- Manage integrated marketing communication campaigns and projects to promote college events, initiatives and policies, and reach admissions and advancement goals
- Supervise and mentor team of editorial student interns on content marketing projects
- Train veteran staff to use new media marketing to reach target audiences effectively

**Communications & Social Media Coordinator**, Austin Community College District  
Austin, TX (March 2010 – July 2014)

- Created and maintained the college district's primary social media accounts
- Managed integrated marketing communication campaigns and projects
- Wrote and edited feature stories, marketing copy, press releases and digital content
- Built, audited and refined web content during major website redesign project
- Photographed all major college events including commencement
- Trained academic and administrative areas to create and use social media accounts
- Served on several hiring committees for key communications roles across the district

**Editor in Chief**, District  
Savannah, GA (May 2007 – August 2009)

- Managed weekly print and digital newspaper production and launched social media suite
- Supervised editorial staff of fifteen, plus dozens of writers and artists
- Wrote and edited features, news, columns and ad copy

**Digital Marketing Developer**, HausBar Farms and Guesthouse  
Austin, TX (January 2012 – July 2014)

**Marketing Writer**, Desotorow Gallery and Nonprofit Arts Organization  
Savannah, GA (March 2009 – September 2009)

*Education*

**Bachelor of Fine Arts**, Major: Writing, Minor: Photography  
Savannah College of Art and Design, 2009  
Magna Cum Laude, Outstanding Achievement Award