

Justin D. Smith

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Executive Summary

- Currently employed as a Graduate and Teaching Assistant at Georgia State University while pursuing my master's degree in Communication with a focus in Digital Media Strategies.
- Experience demonstrates, but not limited to, attention to detail, verbal and written communication, customer service, advertising, and marketing skills.
- Self-motivated and a hard worker who can guarantee results when given the proper tools and direction.
- Driven to achieve success and strive in situations where strategies and tactics can be implemented.
- Experience in working on multiple projects and taking on several roles simultaneously while achieving success in all these positions.
- A thriver in any work condition while maintaining a professional and structured way of creating achievements.

Key Skills

Leader || Strategic || Malleable || Reliable || Driven || Analytical

- General, Sales, Event, Account, and Construction Management
 - Strategic Planning
 - Public Relations
- Email, Social Media, Digital, and Word of Mouth Advertising & Marketing
 - New Business Development
 - Customer Service
 - Microsoft Office
- Adobe InDesign, Photoshop, and Premiere Pro
 - Hootsuite Platform Certified
 - Creative Problem Solving
 - Sales Operations
- Interpersonal, Verbal, & Written Communication
 - Bi-Lingual: English, French
 - Graphic Design
 - B2B & B2C Marketing
 - HubSpot Platform Knowledge
 - Google Analytics & Ads
 - Training & Facilitation
 - Creative & Technical Writing
 - WordPress
 - Search Engine Optimization
 - HTML/CSS

Work Experience

Carrier Sales Representative
Nolan Transportation Group

Atlanta, GA
July 2021 – Feb 2024

- Performed cold calls to build book of freight shipping carriers' business to move freight daily
- Adhered to company practices and applied problem-solving skills to resolve issues
- Maintained 98% average for outstanding operations ran per load ran
- Grew my book of business to 1300 loads per month in a span of 6 months within the company
- Collaborated with team members to reach #3 in company for booked loads for 3 consecutive months

References Furnished Upon Request

Property Manager/Marketing Specialist
College Station Apartments

Milledgeville, GA
Sept. 2017 – June 2021

- Applied new marketing techniques such as sponsorship events and promotional giveaways to increase prospective interest
- Increased previous pre-leasing percentage from 60% in 2017, 73% in 2018, and 81% in 2019 as a result of new marketing techniques
- Managed over 25 employees, including the creation and addition of a new marketing department to enhance advertising efforts and increase leasing efficiency
- Organized and facilitated multiple events for tenant engagement and to improve leasing numbers
- Assisted with the creation of a new company website and monitored website analytics
- Facilitated multiple projects including property-wide renovations and building expansions
- Maintained relationships with potential and current tenants, various vendors, and other businesses for multiple purposes
- Created social media channels to increase social media engagement and boost potential leasing opportunities
- Maintained set budgets for various projects and events as well as monitored financials for over 350 individuals

Account Executive
Habitat for Humanity, Putnam

Greensboro, GA
Jan. 2021 – May 2021

- Authored news releases to be distributed to Habitat for Humanity, International newsletter
- Managed and facilitated task to team to achieve weekly, monthly, and overall goals
- Collaborated with team members to create social media engagement techniques to increase sales for Habitat for Humanity Restore
- Researched local demographics to create a situational analysis to increase organizations efficiency within the area
- Created a new social media presence and developed a new website increasing traffic and sales by 10% for Restore

Sales Associate
Sherwin-Williams

Milledgeville, GA
Mar. 2017 – Sept. 2017

- Supported sales efforts and completed sales transactions with customers
- Provided exceptional customer service to store traffic to ensure product sales
- Prioritized store cleaning and organization to help maintain product placement and short customer search times
- Interacted and informed customers of ongoing sales and suggested products related to their needs
- Obtained customer service tactics to ensure sales success and increase customer return rate

Golf Shop Operations/Retail Sales
Reynolds @ Lake Oconee

Greensboro, GA
Aug. 2016 – Mar. 2017

- Assisted golf professionals and Director of Retail with implementing new marketing techniques to increase customer sales
- Maintained golf shop facility related to cleaning, displays, and stock levels
- Supported facility staff with golf events and ongoing operations
- Developed social media presence to increase brand awareness and golf shop sales
- Provided top tier customer service, support, and engagement to ensure overall member and customer happiness
- Maintained member and customer relationships to retain customer return rate and increase sales for golf shop

References Furnished Upon Request

Customer Service Associate/Sales & Department Lead Associate
Kohls

Evans, GA
Apr. 2016 – Aug. 2016

- Supported sales team by implementing top quality face-to-face customer care tactics
- Maintained up-to-date knowledge of store policies regarding returns, exchanges, and payments
- Obtained the top credit applications amount for the store within the first month of employment and maintained this for the duration of employment
- Developed new organizational method with tracking and placement of department items to increase retail productivity and customer sales
- Communicated all merchandise and retail needs to appropriate supervisors

Sales Associate/Merchandise Processor
Uptown Cheapskate

Augusta, GA
Apr. 2014 – Jun. 2015

- Ascertained with customer wants and need following their arrival
- Adhered to, performed, and finished daily store responsibilities
- Watched for and recognized security risks and threats to maintain suitable customer environment
- Undertook the responsibility of creating and maintaining a new merchandise storing system and operated the training sessions for other store employees
- Collaborated with keyholders and management on social media trends and developed marketing campaign tactics to increase store traffic
- Responsible for 25% of store sales and buys through word-of-mouth marketing techniques

Leadership Experience

Recording Secretary & Public Relations
Pi Kappa Alpha Fraternity

Milledgeville, GA
Dec. 2016 – Dec. 2019

- Enhanced our social media presence and saw a 11% increase in followers and increased activity on all platforms
- Created and organized a recordkeeping system that hosts all member files and records, all documents for each position, chapter rosters and chapter meeting notes, and financial records

Vice President of Recruitment
Interfraternal Council at Georgia College

Milledgeville, GA
Dec. 2018 – Dec. 2019

- Implemented a new recruitment structure that saw an increase in membership interest of 13% during the Spring and 15% during the Fall
- Authored a set of guidelines and regulations that adhered to new school policies for better recruitment practices and better recruitment structure
- Developed and managed a social media committee to increase potential new member interest and spread awareness of all fraternal organizations

Secretary & Public Relations
Phi Alpha Delta Law Fraternity, International

Milledgeville, GA
Feb. 2018 – May 2019

- Developed a new communications system for recruitment efforts and saw membership numbers increase from 15 to 43
- Organized and facilitated meeting objectives and created chapter notes to be distributed to members
- Facilitated chapter events to raise money for various philanthropic efforts

References Furnished Upon Request

Director of Fraternity Affairs*Student Government Association at Georgia College*

Milledgeville, GA

Feb. 2018 – May 2019

- Authored a model template for press releases that are used throughout all Greek organizations at Georgia College & State University
- Directed a Greek Video Series, displaying Greek Life to potential new members to increase membership numbers overall by 28% collectively
- Assisted the 2019 Homecoming Concert Committee with strategic planning and budgeting

Education**Georgia State University**

Master of Arts: Communication

Concentration: Digital Media Studies

Atlanta, GA

May 2025

Georgia College & State University

Bachelor of Arts: Mass Communication

Concentration: Pre-Law

Minor: History

*Dean's List Recipient**Fisher House Scholarship*

Milledgeville, GA

May 2021