

ERIC SMITH

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CAREER OBJECTIVE

I'm a hardworking, versatile, and veteran communicator looking to help a company elevate its public relations efforts. My experience covering the outdoor and snowsports industries, coupled with my recent corporate communications role at a large publicly traded outdoor company, would be an asset for any business looking to add top-notch talent to its team.

SUMMARY OF SKILLS

Corporate communications	Snowsports industry knowledge
Media relations and PR	News and feature writing
Executive script writing	News and feature editing
Snowsports industry knowledge	Social media

RELEVANT EXPERIENCE

Vista Outdoor Inc., Anoka, Minn. (remote, work-from-home position)

Corporate Communications Manager, 11/21-present

- Build, implement and oversee the external communications strategy for Vista Outdoor
- Develop and oversee media relations and thought-leadership opportunities internally and across digital, print and broadcast channels for executive leadership
- Support the quarterly earnings process, including writing and editing scripts and developing communications materials in support of the earnings call
- Prepare and disseminate corporate, brand and product news and company-wide initiatives that positively impact the external communications strategy, including newsroom management
- Support brand and corporate leaders in the creation and publishing of content related to Corporate Responsibility, and support the development of the annual ESG Report.
- Serve as a strategic partner to brand communications teams; ensure message consistency on issues in which brand and corporate interests overlap
- Direct and oversee agencies across projects and activities to ensure overall external communications strategies and tactics are being executed as intended by third-party partners

Outside Business Journal, Boulder, Colo.

Business Editor, 2/21-11/21

- Covered outdoor industry business news — including economic insights, market trends, and M&A — across the outdoor industry for outdoor trade publication
- Wrote hard business news and in-depth features, and conducted executive interviews tailored to a B2B audience of industry insiders
- Provided live coverage of outdoor trade shows, including product and trend roundups on deadline

Modern Distribution Management (Gale Media Inc.), Niwot, Colo.

Senior Editor, 5/20-11/21

- Wrote blogs and feature-length articles for B2B industry publications that covered the wholesale distribution industry
- Assisted in research and production of in-depth industry reports and whitepapers

- Hosted webinars on various topics — including M&A, technology, and economic development — related to wholesale distribution

SGB Media, Louisville, Colo.

Senior Business Editor, 3/18-5/20

- Wrote news, feature and enterprise articles about the outdoors, sporting goods, and active lifestyle industries for a longtime, large-circulation B2B trade publication
- Conducted interviews with C-level executives about industry trends and company news
- Provided live coverage of outdoor, sporting goods, and active lifestyle trade shows
- Won the 2020 Harold S. Hirsch Award for Words, a writing honor from the North American Snowsports Journalists Association (NASJA), for snowsports business coverage

Active Interest Media, Boulder, Colo.

Freelance Writer, 10/15-1/18

- Wrote feature-length stories, news briefs and gear trends for *Snow Show Daily*, *OR Daily* and *Warren Miller's SnowWorld*

EDUCATION

Rhodes College, Memphis, Tenn.

Bachelor of Arts, English-Writing

SELECT INDIVIDUAL AWARDS

Outdoor Media Summit

- Winner, Best Outdoor B2B Story, 2020

North American Snowsports Journalists Association

- Winner, Harold S. Hirsch Award for Words, 2020

Specialized Information Publishers Association

- Third place, Best Series of Articles on One Topic, 2017
- Hon. Mention, Best Business/Marketing/Other Interpretative or Analytical Reporting, 2016

Tennessee Press Association

- First place, Spot News Reporting, 2008

Society of Professional Journalists

- Second place, Sports Commentary, Non-Daily, 2008

Council for the Advancement of Secondary Education (CASE)

- Award of Excellence in Feature Writing; 2006-07

Tennessee College Public Relations Association

- Gold medal; Feature, News or Alumni Magazine Article; 2006-07
- Bronze medal, Feature, News or Alumni Magazine Article, 2005-06

Alaska Press Club

- First Place, Best Sports News Reporting, Large Newspapers, 2005
- Second Place, Best Sports News Reporting, Large Newspapers, 2005