

ERIC SMITH

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CAREER OBJECTIVE

I'm a hardworking, versatile, and veteran communicator looking to help a company elevate its communications and storytelling efforts. My extensive journalism experience, coupled with my current corporate comms role for a large (formerly publicly traded) company, would make me an asset for any business looking to add top-notch talent to its team.

SUMMARY OF SKILLS

Internal/external communications
Media relations and PR
Executive script writing
Crisis communications

Government lobbying
News and feature writing/editing
Social media
AP Style

RELEVANT EXPERIENCE

Revelyst, Providence, R.I. (remote, work-from-home position in Colorado)

Corporate Communications Manager, 11/21-present

- Build, implement and oversee the external communications strategy, including close collaboration with an outside PR agency on social media and other comms needs
- Develop and oversee media relations and thought-leadership opportunities internally and across digital, print and broadcast channels for executive leadership
- Perform outreach to trade and consumer reporters on developing earned media coverage about Revelyst, including briefing them on our strategy and how our brands go to market
- Prepare and disseminate corporate, brand, and product news and company-wide initiatives that positively impact the external communications strategy, including newsroom management
- Write and edit all CEO communications, including weekly memos to 2,000 employees, plus additional C-suite comms ranging from internal memos to external speeches and presentations
- 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
- Serve on the Outdoor Industry Association (OIA) Recreation Advisory Council

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

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

- Judge's Choice Winner, PR Person of the Year, 2023
- 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