

# ERIC SMITH

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## CAREER OBJECTIVE

I'm a hardworking, versatile, and veteran B2B journalist looking to cover the outdoor industry for a dynamic trade publication. My experience in this industry, my reporting savvy, and my adherence to turning in error-free copy on deadline would bolster any publication's standing by helping it become the definitive source of outdoor business news.

## SUMMARY OF SKILLS

News and feature writing	Newsroom management
News and feature editing	Outdoor industry knowledge
Copyediting and proofreading	Industry event coverage
Associated Press style	Social media

## RELEVANT EXPERIENCE

**Vista Outdoor Inc./Revelyst**, 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
- 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 SnoWorld*

## 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