

Sherman H. Smith Jr
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[Sherman Smith Jr, M.A. | LinkedIn](#)

EDUCATION

Bellarmine University- Louisville, Kentucky – Master of Art in Communication- 2018

- **Capstone Project** – “Fake News: Social Media, Politics, and the Future”
Advised by Dr. Gail Henson, Bellarmine University

University of Louisville- Louisville, Kentucky – Bachelor of Science in Communication – 2013

MEMBERSHIPS & ASSOCIATIONS

- Member of IAPWE | International Association of Professional Writers & Editors
- LinkedIn Industry Expert (Marketing & Communications)- Contributor to Collaborative Articles
 - o Content Management – Writing
 - o Marketing – Public Relations

Acquired Knowledge:

PR / Media Relations, Internal, External, Strategic, Intercultural-----	Interpersonal, Crisis, Change Communication Management
Stakeholder Communications & Engagement	Copywriting / Copyediting
Performance Analysis & Project Management	Microsoft 365, Yammer, Slack, Mail Chimp
Adobe Creative Suite, Hubspot, Salesforce	Thought Leadership Strategy
Lead/Demand Generation and Nurturing	Branding and Storytelling
Content Creation & Content Strategy Development	B2B and B2C Marketing
Search Engine Optimization (Cognitive and SEM rush)	Content Management Software (WordPress)
Event Planning (seminars, trade shows, presentations)	Style and Tone Guidelines – APA, Chicago, MLA, AP

EXPERIENCE

Galen College of Nursing – Louisville, Kentucky
Communications Manager (July 2023 to Present)

- Fulfill internal communications duties such as emails, newsletters, presentations, academic support, faculty and staff communications, student communications, alumni outreach etc.
- Lead production of the College's bi-weekly Town Hall, including working with Executive Cabinet members and campus leadership to define agenda items and presentations.
- Manage the College's internal website, Pure Community, ensuring relevant news and announcements.
- Assist the Associate Director of Marketing Support Services with daily copywriting/copyediting requests.
- Develop and implement content strategies to help position Galen as the nation's leader in nursing education and nursing subject matter experts.
- Curate engaging and original content including articles, gated content, webinars, videos, podcasts, etc.
- Coordinate with the Social Media Specialist on performance-driven content marketing communications campaigns.
- Establish and monitor KPIs for content performance and optimization.
- Manage data analysis and reporting of content performance insights to stakeholders.
- Coordinate with the Brand Communications Director to ensure brand consistency.

Datex – Remote

Marketing Communications Associate (May 2022 to June 2023)

- Produced and promoted marketing, technical, and business development written communications for supply chain software development such as:

- Client case studies, email messaging campaigns, landing pages, product and sales materials, press releases and public relations communications, presentations, blogs, infographics, slide shares, guides, white papers, and articles,
- Developed and implemented internal communication strategies and content to advance employee engagement.
- Develop Instructional Employee Communications to Increase Employee Engagement
- Developed and implemented external marketing communication strategies and content.
- Developed and executed supply chain software development market research.
- Developed and Implemented Social Media Marketing Communications Strategies & Content to Increase Brand Awareness
- Cross-functional collaboration with C-Suite Executives, Sales Teams, and Customer Success Teams to Develop and Implement Internal and External Marketing Communications Campaigns
- Collaborated with CMO on Marketing Budget.
- Developed marketing communications for trade shows and expositions.
- Managed multiple projects to completion:
 - Lead Generation Campaign
 - Lead Nurturing Campaign
 - Employee Engagement Campaign
 - Brand Awareness Campaign
 - Social Media Messaging Campaign
 - Social Media Analytics Project

Global Couriers Incorporated – Louisville, Kentucky
Communications Manager (April 2019 to March 2020)

- Developed internal communications content to improve employee engagement and foster consistent and open employee communication.
- Designed and implemented external communications and marketing initiatives.
- Created content for culture building, governance, and quality assurance.
- Developed and executed communication plans for internal departmental initiatives.
- Developed and executed third-party logistics (B2B & B2C) marketing communications strategies.
- Managed communication mediums, messages, and data to create compelling content for digital marketing.

Metro Council District 5 City Hall - Louisville, Kentucky
Communications Manager (May 2014 to May 2018)

- Researched, developed, and edited content for the District 5 Newsletter.
- Developed DEI communications to provide individual and diverse group support for ~ 50,000 people.
- Led the communications strategy for collaborations with community stakeholders.
- Developed key messaging for fundraising and community enrichment campaigns.
- Managed internal, external, crisis, digital, and strategic communications.
- Created and managed a constituent database for Metro Council District 5.

SUPPLEMENTARY ACTIVITIES

- Bridge Kids International – Educator- Literacy Arts and Human Behavior Communication (2018)
- Contributing Writer, Cannabis Now Magazine and The Mixx Magazine (2015-2016)
- Author (Henry Lynn Publishing) – On Culture and Poverty Vol. 1 (2018)
- Author (Henry Lynn Publishing) – Heaven in Las Vegas (2016)
- Former CBS Radio News Writing and Programming Intern (2013)
 - Published 76 news stories in 57 working days; assisted with production and formatting of the Sidney Woods Show
 - Held two positions among the Top Posts on CBS Atlanta – the first among student contributors; led the Most Active posts.