

Steeley Smith Freeman

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Professional Summary

Results-driven professional with a proven track record in strategic thinking, efficient time management, and trend analysis. A quick learner with adept troubleshooting skills, consistently delivering innovative solutions. Exceptional verbal and written communication skills, complemented by a solid background in fostering positive relationships and surpassing goals. Recognized for my energetic leadership style and genuine commitment to inspiring those around me. Proficient in delegation and adept at facilitating quality discussions to enhance team dynamics and drive success.

Education

Texas Tech University – Lubbock, Texas

Master of Agribusiness (MAB): Davis College/Rawls College of Business Expected December 2024
Master of Art: Media & Mass Communications | GPA: 3.9 | *summa cum laude* August 2022
Bachelor of Science: Agricultural Communications | GPA: 3.8 | *magna cum laude* May 2021

- Minors in Agribusiness Management and Political Science
- President's List, Dean's List, Mortar Board Honor Society, Texas Tech Terry Scholar
- Texas Tech University Top 10 Freshmen
- The Agriculturist | Advertising Sales Manager
 - National ACT 1st Place Long Feature Story & Writing Award of Excellence
 - National Agricultural Alumni Development Association 1st Place Student Publication
- United Nations Humanitarian Affairs University Scholars Leadership Symposium in Bangkok, Thailand
- Agriculture Future of America
 - AFA Leader's Conference in Kansas City, Missouri
 - AFA Food Institute in Chicago, Illinois
 - AFA Policy Institute in Washington, D.C.

Experience

Texas Tech University System – Lubbock, Texas

Student Regent/Board of Regents June 2023 – June 2024

- Appointed by the Governor of Texas to ensure the voices of the student population, consisting of approximately 63,000 students across the five universities of the Texas Tech University System, is heard before the TTU Board of Regents when discussing and considering issues that affect the system.

Texas Tech University Government & Public Service Internship Program – Lubbock, Texas

Program Coordinator August 2022 - Present

- Cultivated and nurtured relationships with key stakeholders in U.S. Capitol and Texas Capital offices to facilitate networking and business development.
- Coordinated and supervised our team of student interns to optimize their experience as ambassadors for Texas Tech University.
- Created compelling marketing and social media content to effectively promote the program to eligible students on campus which resulted in a 650% increase in interest session attendance and a 128% increase in applicants.
- Designed comprehensive networking and orientation materials to ensure a seamless onboarding experience for participants.

Mason Feed Store – Mason, Texas

Administrative/Marketing Assistant June 2023 – Present

- Developed and implemented annual marketing plan, including targeted campaigns, promotional events, and social media to increase and promote brand awareness.
- Created, proofread, and edited marketing materials to cultivate consistency and adherence to brand image across marketing channels.
- Lead and advised a team comprised of 6 individuals to achieve the business marketing initiatives through social media. This resulted in: 245% increase in Instagram Followers; 210% increase in Facebook Likes; 20% increase in engagement in the last 3 months; and a 164% increase in reach in the last 3 months.
- Worked directly with and advised business sales team in executing the final phase of the business plan, and advised product sales based off of marketing research. This resulted in: 174% increase in marketing item ticket sales; and 189% increase in marketing item profits.

U.S. House of Representatives, Jodey Arrington (TX-19) – Lubbock, Texas

Campaign Assistant

July 2021 - January 2022

- Advocated campaign messages to influence and attract donors.
- Strategic planning to address present and future issues and goals of the campaign.
- Assisted in organizing and coordinating grassroots efforts, campaign events, fundraisers, and community outreach activities.
- Recruited, trained, and managed volunteers and interns to participate in campaign activities, ensuring they are equipped with the necessary resources and information.
- Assisted in maintaining and updating voter databases, tracking voter engagement, and analyzing campaign metrics to inform strategic decisions.
- Aided in drafting campaign materials, including press releases, social media posts, email newsletters, and campaign literature.
- Ensured compliance with campaign finance regulations, including accurately tracking and reporting campaign expenditures and contributions.

U.S. House of Representatives, K. Michael Conaway (TX-11) – Washington, D.C.

Public Policy Intern

May 2020 – August 2020

- Assisted in researching legislative proposals, policy issues, and current events relevant to the Congressman's legislative priorities.
- Responded to constituent inquiries, draft correspondence, and assist in addressing constituent concerns.
- Aided in drafting press releases, social media content, newsletters, and other communications materials to engage constituents and the public.
- Monitored media coverage, tracked relevant news stories, and compiled press clippings for the Congressman's team.
- Provided general administrative support, including data entry, filing, and managing office supplies.

Skills

Transformational Leadership | Fast-Learner | Critical Thinking | Interpersonal Skills | Adaptability | Organizational Management

Activities & Interests

Golf | Rural Communities | CASA Volunteer | Church Youth Volunteer | Texas Tech Athletic

