

## **Jake Smith**

jake.r.smith0207@gmail.com

### **Education**

#### **Metropolitan State University of Denver — Bachelor of Science in Public Relations**

*Summa Cum Laude*

Minor in Sport Management, December 2024

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### **Professional Experience**

#### **MSU Denver, Denver, CO — Open Educational Resources (OER) PR Intern**

*August 2023 – December 2023*

- Developed and executed a comprehensive public relations plan to increase awareness and adoption of OER programs, resulting in improved community engagement and program visibility.
- Conducted surveys with a 90% response rate to assess department usage of OER, analyzed data, and provided actionable recommendations for program enhancements.
- Collaborated with faculty and staff to design communication materials that resonated with target audiences, improving stakeholder understanding of program benefits.

#### **Vasa Fitness, Littleton, CO — Member Experience Specialist**

*February 2023 – November 2023*

- Delivered guided facility tours that led to over 100 new membership sales, fostering a welcoming environment and building long-term customer relationships.
- Supported day-to-day operations, ensuring the facility maintained 100% efficiency to meet member expectations.
- Acted as a brand ambassador by engaging with prospective and current members to enhance customer satisfaction and retention.

#### **U.S. Army, Fort Stewart, GA/Afghanistan — Team Leader/Squad Leader/Platoon Sergeant**

*February 2011 – September 2019*

- Led strategic communication initiatives in Eastern Afghanistan, conducting outreach operations that built trust and strengthened relationships with local communities.
- Spearheaded collaborative projects between military personnel and civilian populations, demonstrating cultural adaptability and effective communication in complex environments.

- Organized and conducted team training programs, achieving a 90% success rate in improving squad readiness and morale.
  - Directed live-fire exercises with zero incidents, ensuring the safety and effectiveness of all participants.
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## **Skills**

- Strategic Communications
  - Community Outreach & Engagement
  - Public Relations Writing
  - Data Collection & Analysis
  - Podcasting & Video Production
  - Digital Media Management (Instagram, Adobe Premiere, Photoshop)
  - Leadership & Delegation
  - Problem Solving & Critical Thinking
  - Deadline Management
  - Microsoft Office Suite
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## **Awards & Honors**

- *Summa Cum Laude Graduate* – Metropolitan State University of Denver
  - 3x President's List, 1x Dean's List
  - Honor Graduate, Basic Leaders Course
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## **Summary**

Dedicated and results-driven public relations professional with a proven track record in strategic communications, community outreach, and leadership. Experienced in building trust with diverse audiences, crafting impactful messaging, and driving engagement through data-driven strategies. Passionate about leveraging creativity and adaptability to foster meaningful relationships and achieve organizational goals.