

## **Riley E. Smith**

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If you use standard practices (AKA: what your parents did) in today's content-stuffed world, nobody will even glance your way. Your vision will be completely ignored. I bring my clients bold, hilarious writing and forward-thinking marketing tactics to ensure their entrepreneurial efforts stay fresh and surprising. Stop begging for readers and start captivating your audience now.

### **Work and Leadership Experience**

Author and Marketing Consultant, Independent Contractor, Pasadena, CA 2019-Present

My unique combination of creative thinking and logical analysis allow me to bring my clients products that check all the boxes: unique ideas that capture the attention of both human readers and Google's algorithms.

Improv Instructor, California Institute of Technology, Pasadena, CA, 2019-2022

I used bold, experimental techniques to teach scientists how to be funny. Through a combination of cerebral discussion and playful games, we unlocked communication skills using humor and incredible storytelling.

Marketing Director, Lin Realty Group, Pasadena, CA, 2019-2020

Launched a luxury real estate firm's social media efforts. In just 8 months, monthly page views went from 1 to 13, daily video views went from less than one to 48, and daily total reach went from 4... to 6,088.

Sketch Comedy Instructor and House Troupe Writer, Station Theater, Houston, TX, 2018

Taught new comedy writers how to create hilarious, thoughtful comedy. I also wrote fresh material for the monthly stage shows.

Sr. Analyst: BI & Analytics, JLL, Americas- Corporate Solutions, 2017-2019

Fought the corporate mold to create fun, multimedia training materials for seminars of 30+ attendees. Wrote new internal marketing material that doubled engagement with our products.

President, "Kinda Sketchy", sketch comedy troupe, 2014-2017

Led bi-weekly meetings and writing exercises. Directed three shows a semester and wrote over 50% of the material for each show.

### **Education and Skills**

Bachelor's: English Major, Business Minor, Rice University, 2013-2017

3.8 GPA, awarded the Distinction in Research for thesis on Bugs Bunny

Creative writing coursework: Experimental Theater Lab, Short Fiction Writing, Scriptwriting

Cambridge University Spring Semestre Programme, 2016

Received a "First" (highest academic mark) for papers on Chaucer and contemporary British literature

Published in P.S., Pembroke Poetry Society's Annual Anthology

Comedy Training and Membership

Intermediate Level, Core Track, Groundlings School

"Writing for Late Night Television", Second City Online

Musical Theater Improv and regular Improv, Cambridge Improvonauts, University Troupe

Certifications

Business Made Simple University: StoryBrand Framework and Marketing Made Simple

DigitalMarketer Online Certificates: Community Management, Social Media Mastery, Content Mastery,

Copywriting Mastery, and Search Marketing

Language Skills

Basic American Sign Language (ASL) and Russian

Team-translated a novel from the Spanish original as part of a cultural reclamation project, Fall 2016