

Abby Smith

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COMMUNICATIONS EXPERIENCE

GVSU Advertising Club // 2021- Present
Member

- Presented and received first place in National Student Advertising Competition
- Collaborated with members to organize and facilitate 14 agency tours in Grand Rapids, Chicagoland, and Detroit

Zeeland Wyldlife, The Foundry Church // Fall/Winter 2022-2023
Freelancer, Promotional Marketing

- Created specialized products consistent with brand image and messaging using Canva, InDesign, and Illustrator
- Conducted primary and secondary research on target audiences related to West Michigan youth and families
- Circulated promotional pieces through mail and digital channels

ADDITIONAL EXPERIENCE

GENEVA Camp & Retreat Center // June 2021- Present
Shores Waterfront Coordinator, Lifeguard, & Day Camp Counselor

- Direct Camp Geneva Shores waterfront activities managing a staff of 4 lifeguards & 30 counselors
- Refine leaderships skills by coordinating camp schedules, weekly swim lessons, daily bible studies, & all camp activities
- Administer weekly swim tests for 250 campers
- Utilize flexibility & creativity in communicating with people of different ages & backgrounds
- Strengthen collaboration skills working with 90 staff members
- Mentor campers, swimmers, & summer staff

Zeeland Recreation // August 2021- Present
ZAGS Swim Coach, Swim Lessons Instructor, Lifeguard, & Dance Teacher

- Develop problem-solving skills in the midst of conflict &/or emergencies
- Enforce workplace guidelines, regulations, & Michigan laws
- Increase adaptability in communicating & instructing
- Instruct 10-20 patrons per class (swim lessons & dance)

EDUCATION

Grand Valley State University: Bachelor of Science // April 2023
Major: Communication Studies **Minor & Emphasis:** Advertising & Public Relations

SKILLS

Microsoft Programs (Word, Excel, PowerPoint), Market Research, Copywriting, Adobe Creative Suite (Photoshop, InDesign, Illustrator), Canva, Weebly, WordPress, Social Media including Instagram, TikTok, Facebook, and Twitter