

Andrea Smith

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EXPERIENCE

VisitColumbusGA / Information Specialist

2019 - Present | Columbus, GA

- Greeted visitors to the Visitors Center and maintained full knowledge of local and regional attractions and events. Directed callers to appropriate staff or assisted callers with information as necessary.
- Prepared inventory control of brochures and submits requisitions to renew stock. Assisted with preparing monthly reports.
- Updated Hotel Contact listing. Entered new response leads in the CRM platform. Updated Constant Contact with website inquiries (with new submissions).
- Maintained working knowledge of facilities, attractions and services available to visitors and acts as liaison between these entities and the visitor.
- Worked in a cohesive way with other Bureau personnel to ensure unified and effective promotional efforts.
- Maintained regular brochure delivery to partners (hotels & attractions).
- Provided technical support for remote work implementation due to COVID-19.
- Updated website as needed. Migrated website event calendar to new platform. Filmed and edited a 45 minute virtual travel writers tour. Supported social media manager as time allowed.
- Technically supported and produced an annual Collaborate Summit (virtual technical aspects due to COVID)
- Supported Film Commissioner and Film Fund Office by directing film fund quarterly meetings virtually due to COVID.

American Red Cross / Business Operations Coordinator

2017 - 2019 | Columbus, GA

- Managed fleet operations for ten vehicles by maintaining records, scheduling maintenance and repairs and implementing new regional on-boarding process for drivers.
- Issued and tracked client assistance cards for Disaster Program Manager weekly and performed audits twice a year.
- Facilitated process of Columbus State University Federal Work Study and Servant Leadership students to ensure successful completion of their programs.
- Supported Executive Director with Board of Directors by preparing meeting minutes, processing and tracking board donations in Salesforce CRM and other tasks for board meetings and retreats.

American Spirit Media / Research Director

2015 - 2017 | Columbus, GA

- Collaborated with sales staff to create client proposals.
 - Maintained internal sales intranet site using adSALES application.
 - Generated monthly comScore program ratings report and distributed to sales staff.
 - Provided analysis and insight for current programming.
 - Researched market and industry trends to assist sales staff with prospective clients.
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Film and Television Production / Production Assistant, Production Secretary

2010-2013, Wilmington, NC

- Assisted Production Office Coordinator and producers in office tasks.
 - Created and distributed crew lists, vendor lists, and welcome packets.
 - Communicated between the production office and on-set crew members.
 - Credits included TV series production for Warner Brothers, HBO, The Weather Channel, and Discovery Networks.
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Raycom Media / Special Projects Coordinator, Local Sales Assistant

2005-2010, Columbus, GA & Wilmington, NC

- Coordinated special events, including Thunder on the Hooch, free event for the public held on the Chattahoochee River on July 4th.
- Content creation for WTVM social media accounts and website.
- Field produced weekly live broadcasts of Hometown Spirit segments.
- Maintained and coordinated pre-taped Business Break segments for General Sales Manager.
- Provided administrative support to a sales staff including the generation and distribution sales reports on a weekly and monthly basis.

EDUCATION

Columbus State University / Bachelor of Arts / Major: Communication

Integrated Media | Graduation Date: May 2020