

# Kay T. Smith

(314) 999-4003

kayt@gmail.com

## Current Address

20 Old Lake Road  
Columbia, Missouri 65203

## Permanent Address

1234 High Hill Drive  
Chesterfield, Missouri 63005

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## EDUCATION

### University of Missouri

#### Crosby MBA Program

Candidate for Master of Business Administration, December 2008

GPA 3.9/4.0

### University of Missouri

Bachelor of Science in Business Administration, May 2007

Emphasis: Marketing

Psychology Minor

GPA 3.9/4.0

## PROFESSIONAL EXPERIENCE

5/07 – 8/07 *Business Development Intern, Sylvan Learning, Inc.*, Baltimore, Maryland

- Created and implemented a new strategic marketing plan, including 13 advertisements on websites, in trade journals, at franchise expositions and in Sylvan centers
- Developed two sales tools to assist sales team in transitioning to a new initiative
- Wrote content for web listings, print advertisements, and window signs
- Contacted and evaluated brokers to help with refranchising initiative and served as primary contact between brokers and Sylvan Learning, Inc.
- Performed market research for the development of a new franchise marketing plan

3/06 – 5/07 *Online Marketing Assistant, Plus1 Marketing*, Columbia, Missouri

- Managed pay-per-click advertisements for five websites with expenses totaling \$35,000 per month
- Strengthened online advertisement click-through-rates by testing ads, analyzing results, and implementing changes
- Performed multi-variable landing page testing and design new website layouts to increase conversion rates and ease of navigation
- Composed weekly website articles relating to customer interests and apprehensions

6/05 – 8/06 *Student Volunteer, MU Athletic Marketing Department*, Columbia, Missouri

- Promoted and sold \$200 sports passes to 150 students through direct sales techniques
- Coordinated half-time entertainment at sporting events by recruiting, organizing, and leading participants and volunteers
- Completed administrative duties to aid the marketing department

5/05 – 7/05 *Executive Intern, Target*, Columbia, Missouri

- Directed the evening zone team of 20 employees and handled Leader on Duty responsibilities such as delegating tasks and addressing employee concerns
- Created and executed a series of Assets Protection training sessions for 40 employees
- Interviewed and assessed 15 applicants for various store positions

## ACTIVITIES & HONORS

- Teaching Assistant ('06 – Current)
- MBA Association, Vice President of Special Events ('07 – Current)
- MBA Association Member ('06 – Current)
- MBA Language Partner ('06 – Current)
- Mentor and Tutor ('04 – '06)
- "Top Ten in Marketing" (May '06)
- MU Honors College ('03 – '06)
- Curators Scholar ('02 – '06)
- Missouri Bright Flight Scholar ('02 – '06)

