

Savannah Smith

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Professional Summary

Army veteran of 5 years with leadership training and experience in mid-level management. Proven skills in coaching and mentoring individuals. Experience in resolving conflicts, critical thinking, and professional communication skills.

Education

Columbia University, School of General Studies May 2022
Major: Political Science, Minor in International Relations
GPA: 3.65

Baruch College, Zicklin School of Business August 2017-December 2018
Major: Marketing, Minor in International Relations
GPA: 3.7

Work Experience

The College Board, Marketing Strategist May 2019-August 2019

- Developed \$10,000 marketing plan aimed towards military audience to raise awareness of the CLEP exam and its potential benefits
- Consulted on marketing materials and websites to improve messaging and creative for active duty service members, military spouses, and veterans
- Researched and identified new military marketing channels to promote CLEP through Facebook and Google AdWords

BMW of New Rochelle, Salesman April 2018-July 2018

- Collaborated with team of 9 experienced salesmen to meet monthly quotas of 75-85 cars
- Connected with clients to establish common ground and trust in order to create returning customers
- Finalized sales of over 20 luxury vehicles and maintained contact with customers to guarantee satisfaction

United States Army, National Guard, Sergeant, Motor Transport Operator November 2013-April 2018

- Oversaw proper maintenance and operation of over \$400,000 worth of equipment to ensure reliability
- Managed and coached 4-person team to increase job proficiency and combat readiness
- Received meritorious awards for leadership capabilities in Italy, Germany, Lithuania

Leadership Experience

Student Veterans Association (SVA), Vice President August 2019-Present

- Organize networking events and provide educational resources for transitioning student veterans
- Partner with Student Veteran Coordinator to inform SVA members of professional opportunities

Skills

Certifications: CPR & First Aid

Computer: Microsoft Office (Outlook, Word, Excel, PowerPoint)