



PEYTON  
SMITH

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## PROFESSIONAL SUMMARY

Skilled Public Relations professional equipped with advanced communication and planning skills. Able to enhance marketing approaches by helping develop and track campaigns, produce creative content and engage with key publics.

## SKILLS

- Brand management
- Customer relations
- Content development
- Social media analytics
- Adobe Creative Cloud
- Content creation
- Detail oriented
- Problem-solving
- Strategic thinking skills
- Written communication
- Photography

## EXPERIENCE

Marketing Media Intern February 2021 - May 2021

Synergy 360 Marketing | Charlotte, North Carolina

- Wrote copy for websites and social media platforms
- Shot photos and videos to create multimedia materials
- Communicated with the public through social media channels
- Helped with social media strategies by researching trending topics and hashtags
- Created press releases
- Reached out to local influencers for collaborations

Social Media Marketing Intern January 2020 - January 2021

Flying Biscuit Café | Houston, TX

- Tracked and reported on social media analytics to demonstrate success of each platform
- Helped achieve corporate marketing goals by developing strategic content
- Increased shares, saves, likes and follows by 50% by incorporating interesting and informative content
- Shot and edited photos to share across all platforms
- Monitored social media content to maintain continuity across platforms
- Enhanced reach by implementing target social media strategies and specific campaigns
- Engaged daily with community using posts and stories
- Optimized social media strategies by tracking customer engagement and feedback

Server February 2018 - Current

IHOP | Bakersfield, CA

- Coordinate more than 75 orders each day, consistently satisfying customers with exceptional service

- Satisfy customers with fast, friendly and knowledgeable service
- Effectively and respectfully communicate with different individuals
- Educate guests about menus and specials, skillfully driving sales of target items

## EDUCATION

B.A. Public Relations	May 2021
California State University, Long Beach, Long Beach, CA	
President's Honor List 2019-2021	
A.A. American Sign Language	May 2017
Bakersfield College, Bakersfield, CA	

## AFFILIATIONS

- Public Relations Student Society of America (PRSSA)
- Long Beach Chapter