


KYLE SMITH



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TECHNICAL SKILLS

Microsoft Office Suite
Search Engine Optimization
SPSS
CRM
Strategic Prospecting
Lead Generation
Budget & Time Management
Data Analysis

SOFT SKILLS

Critical Thinking
Problem Solving
Customer Service
Marketing & Media Creativity
Public Speaking
Leadership
Collaboration

EDUCATION

Pennsylvania State University
Smeal College of Business
Bachelor of Science: Marketing

- Entrepreneurship Minor

Bachelor of Science: German Business

- International Business Minor

CERTIFICATIONS

Oracle Sales & Partner Academy Graduate
Systematic Dialog Selling
Google Adwords
Google Analytics

LANGUAGES

English – Native Proficiency
German – Full Professional Proficiency

RESUME OBJECTIVE

A highly detail-oriented, data-driven individual with over five years of brand management and media production as well as interpersonal, international and motorsports experience. By using a customer-centric focus, I aim to have a positive working relationship not just with colleagues and clients, but each and every individual I work with going forward.

PROFESSIONAL EXPERIENCE

Business Development Consultant May 2018 - Present
Oracle Burlington, MA

- Build sales pipeline by prospecting, making first contact and qualifying new upmarket (\$2B+) clients via phone, e-mail and LinkedIn (social selling) for back office SaaS applications with a “go-to-market” strategy
- Drive customer satisfaction and value by identifying and communicating opportunities for improved resource allocation support, strategy, and planning
- Determine needs of targeted client base in order to develop and present complex solution proposals in support of the value proposition

Operations Management Intern May 2017 – August 2017
Bridgestone Youngstown, OH

- Led Grassroots campaign & event and used KPI's to increase tire sales by 105%, resulting in the third highest weekend revenue for the year
- Maintained & organized shop schedule and daily record of all transactions
- Allocated positions and delegated responsibilities to staff according to their qualifications to efficiently run store

Technical Director & Camera Operator October 2010 – May 2018
Penn State Intercollegiate Athletics University Park, PA

- Directed & maintained quality control for the broadcast of shows to up to 110,000 viewers with replays and highlights reaching millions
- Trained and mentored new hires/interns (up to 60) per semester
- Operated video switcher, replay, handheld and tripod mounted cameras for Jumbotron, stream and network TV productions of sporting events

Public Relations & Social Media Manager; Racing Driver; Mechanic 2009 – 2017
Checkered Motorsports | Checkered Express Trucking Youngstown, OH

- Implemented and managed team social media accounts and crafted Press Releases before and following events
- Raced/Developed PCR chassis line since 2009 internationally, accumulating numerous wins and championships, ranking 12th nationally in 2011
- Oversaw preparation and tuning of a client's vehicle, along with offering advice and drive coaching to obtain better results

Marketing Intern September 2016 – January 2017
PikMyKid University Park, PA

- Analyze data to identify trends, generate reports and adjust campaigns as necessary to produce the most optimal ROI for SEO & Google Ads
- Collaborate with on-site teams to enhance design, usability, content and conversion points of websites and web properties

COMMUNITY | VOLUNTEER ACTIVITIES

THON Fundraising Committee October 2013 – May 2018
Alpha Tau Omega University Park, PA

- Planned and led fundraising events raising \$320,000+ annually for pediatric cancer

Exchange Student & Food Drive Coordinator January 2012 – June 2014
Rotary International Hofheim am Taunus, Germany | University Park, PA

- Enhanced ability to act independently and communicate cross culturally through work both in and out of the classroom while attending German Gymnasium
- Led food market donation efforts, feeding 3-5 families per week

Assistant Softball Coordinator June 2002 – June 2018
Special Olympics University Park, PA

- Managed volunteers and equipment between venues & housing facilities