

Cassandra Lane Smith

Phone: 720/530-1370 • E-Mail: cassandra.smith@colorado.edu
Website: www.cassandralanesmith.com



Experience

Gabriel Sales

October 2011-Present

- Social media and marketing coordinator for sales consulting and outsourcing sales company, Gabriel Sales.
- Duties include management of company Wordpress blog, and writing and editing content including press releases, white papers, case studies, articles and more.

Elephant Journal

March 2012-July 2012

- Writer and editor for online mindful living magazine, elephantjournal.com.
- Duties include keeping to strict deadlines, writing one article per week, AP editing others' work and social media promotion/outreach.
- Worked on Elephant Journal's online talk show, Walk the Talk Show with Waylon Lewis (videos available at Elephant Journal).
- Covered the Electric Forest music festival in Rothbury, Michigan with live updates, tweets and videos.

Child Caregiver

May 2011-Present

- Cared for two children, ages 5 and 7, 40 hours a week during the summer of 2011.
- Duties included taking the children on outings and assisting them with daily writing and math exercises.

Education

University of Colorado, Boulder (August 2008-Present)

- Double-degree in Journalism and Sociology (Journalism GPA: 3.75)
- Minor in Philosophy.
- Completed specific industry related courses in the fields of reporting, advertising and public relations.

Boston Ballet (January 2007-June 2008)

- Chosen to train full-time and perform with Boston Ballet.
- Received rigorous academic dance training, while also gaining professional experience working alongside the Boston Ballet Company.

Skills & Achievements

Writing & Editing

- Completed college courses in rhetoric, public affairs reporting, ethnographic writing, and creative writing.
- Built public relations campaign proposal for The Pilates Center in Boulder.
- Editor in chief of high school newspaper.

Photography

- Completed three semesters of photography courses, including knowledge of dark room operation.
- Won 1st place in Jefferson County Young Photographer Contest in 2006.

Computer & Web Skills

- Proficient in Microsoft Office, Adobe Photoshop and Quark Express.
- Capable of building and managing social media websites and blogs.
- Received extensive training in Search Engine Optimization.

Leadership & Activities

- Volunteered as a performer at multiple benefit luncheons for the Swedish Medical Auxiliary.
- Guest lecturer at Front Range Community College as ballet expert.
- Worked with graduate students in CU's dance department on new pieces of choreography.

References

Available upon request