

# Dominic Smith

Hendrix College ▪ 4512 W. Alberta St. ▪ Fayetteville, AR, 72704  
479-246-8898 ▪ smithdm1234@gmail.com

## Education

Hendrix College, *Conway, AR*  
▪ Bachelor of Arts in English

Graduation: May 2016

## Portfolio

<https://smithdm.carbonmade.com/>

## Work History

**Freelance Copywriter**, Menguin, *Fayetteville, AR* January 2017 – Present

- Write copy for specific campaigns focusing on retargeting and refreshing brand image
- Worked closely with design team to develop copy that is successful in A/B testing
- Created specific rules for Menguin brand voice based around specific brand archetypes
- Met specific deadlines as well as stringent requirements for length of copy

**Market Manager**, Core Brewery, *Springdale, AR* January 2017 – Present

- Visit Customers on weekly basis to take orders, showcase new styles
- Develop relationships with existing customers
- Research market trends in order to understand fluctuations in sales
- Work with Walmart to ensure that product placement is in order and that deliveries are on time and properly recorded
- Create projections for specific markets based on past sales and market trends

**Sales Associate**, Oscar's Liquor, *Maumelle, AR* May 2015 – May 2016

- Help customers make informed decisions when purchasing products by providing reliable and up-to-date information on each item sold in store
- Research market trends in order to understand management's choices about products to stock
- Work with management to learn the steps taken in marketing decisions
- Attended several Industry Days and product releases

**Administrative Assistant**, Hendrix College Event Services, *Conway, AR* January 2013 – May 2016

- Complete setups for a wide variety of events held on campus
- Field inquiries from on/off campus organization about facilities
- Coordinate groups use of facilities
- Manage several teams to ensure facilities were suited to groups' needs
- Served as Interim Director during the Director's brief leave of absence in August 2015

**Intern**, 5G Consulting, *Bentonville, AR* May 2014 – August 2014

- Work with a variety of vendors as well as Walmart and Sam's Club
- Gained experience working with a variety of aspects of sales, including: market analysis, presentation development, consumer testing lab, and replenishment services
- Create marketing presentations for vendors and buyers
- Gave presentations to Walmart buyers on vendor products

## College Leadership and Involvement

Co-Chair, Senior Committee

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- Work with a diverse committee of classmates to plan a Senior Gift; this included presenting options to the college's Senior Staff members for approval and then raising funds for the chosen gift through a variety of events and via direct solicitation
- Raised more than \$3,700 from classmates this academic year thus far

### Residence Life Hall Council

- Served as President, Vice President and Treasurer for Martin Hall, a student dorm and one of the largest student organizations on campus, and represented the dorm on Hall Council
- Responsible for publicity and coordinating a variety of social events and fundraising drives for students

### Co-Chair, Shirrtails Committee

- Planned and executed this annual, campus-wide event that kicks off the start of the school year
- Position required strong leadership skills, close attention to detail, and organizational skills; coordination between members of the committee and other groups on campus was key to ensuring the event's success

## **References**

Rebecca Black  
Menguin  
Fayetteville, AR  
479-841-4323

Brett Dye  
5G Consulting  
Bentonville, AR  
479-366-6816

Justin Hall  
Oscar's Liquor  
Maumelle, AR  
501-802-1530