



Anthony D. Smith

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Professional Profile

Highly qualified results-driven professional with over a decade of progressive experience in sales, marketing, and mediation/conflict resolution. A passionate, people-oriented leader with solid business acumen, strong work ethic, and integrity. Understands diversity's integral role in building an inclusive organizational culture and its powerful impact on revenue, cost effectiveness, and human capital.

Areas of Expertise

- Marketing/Event Marketing
- Sponsorship Development
- Special Events
- Public Relations
- Community Engagement
- Workforce Inclusion
- Budgeting
- Dispute Resolution
- Organizational Effectiveness
- Employee Relations
- Organizational Development
- Recruitment & Retention
- Work/Life Management
- Mentoring/Coaching
- Branding and Identity
- New Business Development

Professional Experience

Marcus Performing Arts Center
Milwaukee, WI

2018 – Present

Director of Community Engagement and Inclusion

2018 - Present

Responsible for stewardship of the Marcus Center's community engagement and inclusion activities, including strategic planning, audience development, communication, educational outreach, cultural programming, workforce development and customer service. Develop and maintaining collaborative relationships with key community organizations/leaders to build Marcus Center's relationships in the community. Analyze the Center's demographic data and formulate, conduce and compile market research. Oversee budgeting and usage cultural funds.

Children's Hospital of Wisconsin
Milwaukee, WI

2010 - 2018

Sr. Community Relations Consultant

2017 – 2018

Regionally continues to actively promote and identify opportunities to partner with community organizations, agencies, businesses, faith-based organizations, non-traditional institutions and providers

throughout the fifteen counties CCHP provides services to increase awareness of the organization in the community with respect to diverse populations and cultures. Develops creative ways to partner with organizations, agencies and providers as way to reach more members, promote awareness of CCHP and increase enrollment. Manages, coordinates and attends community events, maintains the master event calendar and promotes events on the website and through other appropriate communications. Responsible for measuring the effectiveness of the strategies developed through reporting and analysis of events and validating the return on investment for CCHP. Promotes awareness of CCHP as a key element within the continuum of care offered by Children's.

Sr. Community Relations Specialist

2014 – 2017

Actively promote and looks for opportunities to partner with community organizations, agencies, businesses, faith-based organizations, non-traditional institutions and providers to increase awareness of CCHP in the community. Develops creative ways to partner with organizations, agencies and providers as way to reach more members. Manages all community events, maintains the master event calendar and promotes events on the website and through other appropriate communications. Promotes awareness of CCHP as a key element within the continuum of care offered by Children's. Manages CCHP marketing, website and media projects in collaboration with the MarCom team.

Community Relations and Marketing Specialist

2013 - 2014

Primary responsible for developing relationships with businesses, community agencies, faith-based organizations and nontraditional institutions in identified geographic areas and among targeted demographic groups in order to foster awareness of the broad range of services offered by Children's Hospital of Wisconsin in different communities. Special attention is directed to:

- Recruitment and retention of foster and adoptive families
- Providing support for neighborhood initiatives
- Expanding knowledge of Children's Community Health Plan among Medicaid recipients
- Coordinating initiatives for out-of-state centers to develop and maintain programs and events that promote Community Services and marketing objectives

Marketing and Public Relations Specialist

2010 – 2012

Primary responsible for increasing referrals to Community Services' foster and adoptive services by developing relationships with business, community agencies, faith-based organizations and nontraditional institutions in identified geographic areas and targeted demographic groups; coordinating the public relations, marketing and outreach activities to recruit and retain foster and adoptive families, including developing and maintaining collateral materials, Web site content and other internal and external communication related to recruitment and retention efforts; directing advertising/media campaigns with the goal of generating leads; proactively pitching media stories and coordinating with Children's Hospital of Wisconsin and Community Services leaders and the state regarding reactive media issues.

CCN Magazine
Milwaukee, WI

2009 – 2010

Regional Vice President of Marketing and Corporate Relations

Responsible for developing and maintaining marketing strategies to meet organizational objectives. Evaluates customer research, market conditions, competitor data and implements marketing plan changes as needed. Oversees all marketing, advertising and promotional staff and activities.

- Responsible for conceptualizing, producing and enforcing the visual identity for the magazine's brand
- Sponsorship development and negotiations
- Revenue generation
- Developing vertical product lines.
- Developing an annual marketing plan in conjunction with sales department, which details activities to follow during the fiscal year, which will focus on meeting organizational objectives.
- Managing the Marketing Department Budget. Delivery of all marketing activity within agreed budget. Direction of marketing staff where budgets are devolved.
- Managing all aspects of print production, receipt and distribution.
- The achievement of frequent, timely and positive media coverage for the magazine and its programs across all available media.
- Managing the entire product line life cycle from strategic planning to tactical activities.
- Specifying market requirements for current and future products by conducting market research supported by on going visits to customers and non-customers.
- Driving a solution set across development teams (primarily Development/Engineering, and Marketing Communications) through market requirements, product contract, and positioning.
- Developing and implementing a company-wide go-to-market plan, working with all departments to execute.
- Analyzing potential partner relationships for sponsorships for brand awareness.

Journal Sentinel Inc.
Milwaukee, WI

1996 - 2009

Community Relations & Diversity Director

2008 - 2009

Designed, developed and implemented company-wide diversity programs to support the diversity mission statement. Engaged community organizations throughout Milwaukee. Communicated the status and effectiveness of these policies and programs to all levels of employees.

- Chaired the **Diversity Management Team** while working with the Senior VP of HR in establishing an agenda and providing information to the group.
- Created, implemented, and completed the Journal Publishing Mentors program, High Potentials program and Community Involvement Committee. All of which were created with a focus on Succession Planning and retention.
- Successfully developed diversity initiatives at targeted schools and organizations to increase minority hiring.

- Establish strong working relationships internally and with relevant external marketplace to introduce and leverage Journal Sentinel as an employer of choice.
- Identified strategies for targeting diverse audiences or additional sources of diverse applicants
- Demonstrated strong Human Resources generalist knowledge, knowledge of OFCCP rules & regulations and understanding and use of minority and female goals showing notable results.
- Managed corporate involvement in community-based organizations.
- Contributed to the design, rollout, evaluation and development of a diverse workforce with a focus on minorities and females.
- Strong account management, business unit management, customer service, and project management skills.
- Established financial relationships with minority suppliers (sales goals).

Community Relations & Special Events Marketing Manager

2004 – 2008

Responsible for the development and management of Journal Sentinel community relations and public relation throughout the market, maintaining brand alignment with the company's mission, values and objectives.

- Responsible for the management, negotiations, and execution of 250 owned or sponsored events
- Managed the company store. Identify and purchase new trends in clothing and promotional items. Implement inventory control procedures.
- Generated 1.5 million dollars in revenue annually through sponsorships
- Managed one-million-dollar marketing, branding and sponsorships budget for the newspaper
- Built community relationships as a board or committee member with:
 - Milwaukee Kiwanis
 - Betty Brinn Children's Museum
 - YMCA-Urban Campus
 - MATC & WCTC Culinary Arts & Hospitality
 - Bayshore Town Center
 - Hmong American Friendship Assn.
 - Salvation Army

Special Events Marketing Manager

1996 – 2004

Coordinated and direct the initiation, planning, organization and evaluation of special events, sponsorships, programs and contest with a strategic focus on community and corporate marketing agendas for Journal Sentinel Inc.

Additional responsibilities include:

- Developed, monitored, and evaluated project budgets.
- Arranged/developed corporate and client events receptions, meetings, contests, fairs and festivals.
- Reviewed, evaluated, negotiated and wrote sponsorship proposals and contracts relating to corporate and community activities.
- Developed events through sponsorship solicitation.
- Consulted with designers and events planner to develop promotions, campaigns, and contests.
- Secured information for projects and execute print materials, ROP, exhibits, fund raisers, etc.
- Served as the corporate representative on outside community organizational steering committees.

Milwaukee Hilton
Milwaukee, WI
Sales Manager

1993 – 1996

Bavarian Inn
Glendale, WI
Director of Sales and Marketing

1992 – 1993

Computer Skills: Expert in Microsoft Office Suite and HireDesk applicant tracking system.

Degree in Marketing and Communication

GPA 3.65

Customer Experience Certification

Future Milwaukee Executive Leadership Program