Alicia M. Smyth

# EDUCATION

University of Central Florida, Orlando, FL

# Master of Arts in Educational Leadership, *Student Personnel Administration in Higher Education,* May 2008

University of Florida, Gainesville, FL

# Bachelor of Science in Psychology, *minor in Sociology,* May 1998

## PROFESSIONAL EXPERIENCE

### Embry-Riddle Aeronautical University – Daytona Beach Campus Daytona Beach, FL

**Executive Director, Career Services** October 2014-Present

* Lead, coach, support, motivate and evaluate a team of ten career professionals
* Manage day-to-day operations and provide direction and guidance for the career development and readiness of over 7,000 students
* Responsible for four budgets totaling over $750,000
* Oversee the Cooperative Education/Internship program and Eagle Elevate career competency program
* Raise funds for the Co-op/Internship Assistance Award Program and partner with the Student Government Association to provide professional attire financial assistance to students
* Oversee and facilitate the establishment, cultivation and maintenance of relationships between employer partners, students, alumni, campuses, staff, faculty, and University administration
* Orchestrate two annual career expos, each with over 100 exhibitors and nearly 3,000 job seekers in attendance
* Devise and execute the assessment and strategic initiatives of the Career Services Office
* Collaborate with career centers at Arizona, Worldwide, and Singapore campuses to ensure consistency in services and resources to include Handshake administration, web presence, and employer relations
* Ensure social media strategies for Career Services on Instagram, Twitter, LinkedIn, and Facebook meet brand standards

### Director, Database Administration, Development Services June 2013-October 2014

### Managed database administration functions for Career Services and Alumni Relations, responsible for project management, staff training and data integrity

* Oversaw University gift processing operations
* Directly supervised one professional and one support staff member

### Director, Career Services/Information Systems Manager August 2007-June 2013

* Collaborated with Executive Director to help manage operations and implement strategic initiatives
* Served as administrator for career management system, responsible for data integrity, staff training, and troubleshooting
* Oversaw assessment planning lifecycle
* Responsible for content and design of Career Services website for all three campuses
* Managed social media platforms for Career Services; served on Social Media Task Force to devise university-wide social media rules and guidelines

### Embry-Riddle Aeronautical University – Worldwide Campus Daytona Beach, FL

### Director, Career Services February 2004-July 2007

* Successfully implemented a fully operational and comprehensive virtual career center for Worldwide students/alumni
* Managed three professional staff members; evaluated performance and provided guidance and leadership
* Responsible for strategic and assessment planning, decision-making, marketing, and program development
* Provided career planning, development, and placement assistance to over 2,300 students and alumni
* Developed and facilitated mutually beneficial relationships between industry and university students, faculty and staff by following up on leads and meeting with company representatives nationwide
* Delivered various presentations to students and alumni on subjects relating to career development nationwide
* Presented at multiple Worldwide Regional Conferences in the United States and abroad
* Served as a University Trade Show Representative at large-scale aviation events

### Embry-Riddle Aeronautical University – Prescott Campus Prescott, AZ

### Interim Director, Career Services April 2005-August 2005

* Responsible for the day-to-day operations of the Career Services Office
* Interviewed, hired, and trained entirely new team to be adept in all facets of Career Services operations

## PROFESSIONAL EXPERIENCE *continued*

### Embry-Riddle Aeronautical University – Daytona Beach Campus Daytona Beach, FL

### Associate Director/Program Manager, Career Services July 2001-January 2004

**Program Manager, Career Services** January 2000-July 2001

* Assisted in strategic planning, decision-making, marketing, and program development associated with the Career Services office; oversaw operations in absence of Director
* Managed assessment planning for Career Services, determining assessment requirements, administering surveys, and creating final reports to be submitted to university administration and accrediting bodies
* Responsible for developing and maintaining employer relations and providing career advisement services

American Institute of Baking (AIB) Manhattan, KS

**Training Resource Coordinator** June 1998-December 1999

* Managed job search assistance for students and alumni
* Created and implemented marketing strategies for AIB Education seminars

**BOARD SERVICE**

Southern Association of Colleges & Employers (SoACE)

**Director, Targeted Knowledge Groups**, 2019-2021 / **Director, Communications & Marketing**, 2017-2019

* Serve as a liaison between the Employer, Employer Relations, Technology, and Assessment & Data Analytics Knowledge Groups (KGs) and the Board of Directors, providing guidance and support, facilitating collaboration among KGs, and advocating and promoting KG initiatives
* Oversaw the Communications Committee, Social Media Committee, and Technology Committee to include blog writing and editing, social media management, marketing, website content management, and ensuring the professionalism and consistency of outgoing communications. Helped implement Slack as a communication platform for SoACE members and served as Slack Administrator.

Central Florida Business Aviation Association (CFBAA)

**Education Representative**, 2019-2021

Volusia/Flagler Society for Human Resources Professionals (Volusia/Flagler SHRM)

**Vice President, Communications**, 2018

* Managed all social media platforms for the association, to include Instagram, Facebook, LinkedIn, and Twitter
* Maintained the Volusia/Flagler SHRM website
* Created monthly newsletter and marketing materials to share via social media and email

Florida Association of Colleges & Employers (FloridaACE)

**Past President**, 2017-2018 / **President**, 2016-2017 / **Vice President/Conference Chair**, 2015-2016 / **Information Management Director**, 2011-2015 / **Private University Member**, 2010

* Planned and executed the inaugural FloridaACE Drive-In Conference in Orlando, FL (November 2016)
* Chaired the FloridaACE Annual Conference in Miami, FL, managing all aspects of the event (June 2016)
* Handled social media management, website content management, and professional communications (2011-2017)
* Oversaw project to move website and associated databases to new membership management system (MemberClicks); redesigned website to integrate additional system features such as a log-in portal and social community (2011-2012)

Colleges of Central Florida Career Consortium (CCFCC)

**Social Media & Marketing Officer**, 2008-2017

* Managed website and email listserv, Social Media & Marketing Committee, and social media presence

##### SPECIAL TRAINING

Management Leadership Institute, National Association of Colleges & Employers (NACE), 2019

Myers-Briggs Type Indicator (MBTI) Qualified, Center for Applications of Psychological Type (CAPT), 2003

**HONORS/AWARDS**

John T. Brownlee Leadership Award, Florida Association of Colleges & Employers, June 2020

President’s Award, Southern Association of Colleges & Employers, December 2017

President’s Award, Florida Association of Colleges & Employers, June 2012

Embry-Riddle Outstanding Staff Appreciation Award, Fall 2002 Senior Class / Fall 2000 Senior Class

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