

# ALICIA M. SMYTH

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## EDUCATION

University of Central Florida, Orlando, FL

**Master of Arts in Educational Leadership**, *Student Personnel Administration in Higher Education*, May 2008; CGPA: 3.98

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 the Career Services team, handling day-to-day operations and overseeing career development and readiness, job search, and internship/cooperative education assistance for students and alumni
- Oversee and facilitate the cultivation and maintenance of relationships between campuses, employers, students, alumni, staff and faculty
- Manage, train, guide, motivate and evaluate a team of eight professional and one support staff member
- Orchestrate two annual career expos, each with over 100 exhibitors and nearly 3,000 job seekers in attendance
- Devise and execute the strategic initiatives of the Career Services Office
- Plan and carry out social media for Career Services on Instagram, Twitter, LinkedIn, and Facebook

### **Director, Database Administration, Development Services/External Relations**

June 2013-October 2014

- Managed database administration functions for Career Services and Alumni Relations (iModules), responsible for project management, customizations, staff training and data integrity
- Provided database support for Development Services (Advance Web)
- Oversaw gift processing operations for the University
- 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 services management system, responsible for information management, system customizations, staff training, troubleshooting, and technical support
- Responsible for content and design of Career Services website for all three campuses
- Managed social media platforms for Career Services to include LinkedIn, Facebook, Pinterest and WordPress blog; served on Embry-Riddle Social Media Task Force to devise university-wide social media rules and guidelines
- Oversaw technological resources and systems utilized by Career Services; served as a vendor liaison, trained staff on new technologies and marketed systems and resources to constituents
- Executed assessment planning: determined requirements, designed and administered surveys and provided final written reports to Executive Director, university administration and accrediting bodies

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, evaluating performance and providing 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
- Managed three professional and support staff members, evaluating performance and providing leadership during a challenging transitional period
- Interviewed and hired new staff; trained team to be adept in all facets of Career Services operations

Embry-Riddle Aeronautical University – Daytona Beach Campus

**Associate Director/Program Manager, Career Services**

**Program Manager, Career Services**

Daytona Beach, FL

July 2001-January 2004

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 the Career Services Office, determining assessment requirements, administering surveys, and creating final reports to be submitted to university administration and accrediting bodies; worked with Director to overhaul assessment planning process
- Responsible for developing and maintaining employer relations and providing career advisement services

American Institute of Baking (AIB)

**Training Resource Coordinator**

Manhattan, KS

June 1998-December 1999

- Managed job placement services for alumni and graduating students
- Provided resume and cover letter writing services for students
- Collaborated with marketing department to develop brochures for AIB Education seminars
- Created and implemented marketing strategies for AIB Education seminars

### TEACHING EXPERIENCE

- Adjunct Professor - UNIV 101, Embry-Riddle Aeronautical University, Fall 2007/Fall 2008
- Volunteer Faculty, Presidential Classroom Scholars Program, Washington, DC, July 2001/June 2002

### PROFESSIONAL BOARD EXPERIENCE

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

Vice President, Communications, 2018-Present

- Manage all social media platforms for the association, to include Instagram, Facebook, LinkedIn, and Twitter
- Maintain the Volusia/Flagler SHRM website
- Create monthly newsletter and marketing materials to share via social media and email
- Serve as primary point of contact for all Volusia/Flagler SHRM email communications

Southern Association of Colleges & Employers (SoACE)

**Director, Communications & Marketing**, 2017-Present

- Oversee 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
- Work closely with Targeted and College KG Board members to share programming updates and KG blog content with membership, oversee social media management for KG-hosted events, and help oversee KG use of Slack for communication

Florida Association of Colleges & Employers (FloridaACE)

**Past President**, 2017-Present / **President**, 2016-2017 / **Vice President/Conference Chair**, 2015-2016 / **Information Management**

**Director**, 2011-2015 / **Private University Member**, 2010

- Chaired the first 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 the CCFCC website and email listserv
- Oversaw Social Media & Marketing Committee and social media channels (LinkedIn, Twitter)

### SPECIALIZED TRAINING

Career Development Coach Certification

Myers-Briggs Type Indicator (MBTI) Qualified

### HONORS/AWARDS

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