

# PAM SMITH

PROJECT MANAGEMENT, SALES, DEVELOPMENT, TRAINING, BUSINESS CONSULTING, DESIGN & LIVE EVENTS

☎ 636-262-9072  
✉ info@pamsmith.net  
📧 pamsmith.net  
🌐 pamssmith

## RELEVANT EXPERIENCE

### TechArts Coordinator

Central Presbyterian Church | Clayton, MO | 2014-present

*Strategic program evaluation, volunteer management, and event production for a St. Louis-based congregation of 1750.*

- Lead strategic planning for all ministries in the areas of event production and volunteer management--conduct SWOT evaluation and root cause analysis, and develop multi-phase action plans for continuous improvement
- Manage operating budget of \$10,000; annual special projects budget up to \$40,000
- Since 2014, strategic efforts have led to a 36% increase in active Sunday Experience volunteers (ushers, greeters, tech arts, etc.)
- Developed volunteer management program and conducted training to improve recruitment, on-boarding, training, and management of volunteers across 3 core ministries
- Created training programs, workbooks, and conducted live trainings for 10 staff members and at least 50 volunteers across 4 core ministries (Kids/Student Ministry, Assimilations & Outreach, Event Coordination, College Ministry)
- Lead event production for internal and external events, including strategic allocation of resources, staffing plans, technical training, and on-site management—managed events up to 650 attendees with budgets of \$15,000 including conferences, concerts, community events, and theatrical productions
- Created annual volunteer recognition event, fostering community and engagement while also capturing metrics related to organizational staffing needs

### Owner and Chief Problem Solver

PS Communications | St. Louis, MO | 2006-present

*Provide freelance services in strategic planning, continuous improvement, creative branding services, and event production for small to midsize organizations in the following industries: non-profit organizations, start-ups, engineering, real estate investment, and corporate entertainment.*

- Facilitated strategic planning process for a struggling corporate entertainment business, resulting in a successful relocation, a 30% increase in annual income and 200% increase in the number of annual clients; process fostered continued growth and increasing organizational agility for the full duration of the 5-year plan
- Created print materials, re-designed websites, developed mission and vision statements, and mapped the strategic impact of core programs for 15+ churches and 10+ for-profit companies (engineering, real estate investment, health and fitness, and educational non-profit industries)
- Created an internship program for college production students—led strategic planning for program scope, created promotional materials and community partnerships, wrote job descriptions, reviewed applications, co-led interviews, conducted training and on-boarding, and evaluated 6 interns annually
- Event production for internal and rental events at multiple organizations, including client management, staffing plans, training, resource allocation, and on-site event management
- Produced the 2-day, 18-speaker 2017 Global Lean Leadership Summit for 150 Lean Leaders from 7 countries and more than 50 companies
- Managed a recurring annual conference for an area homeschool organization (1200 attendees), including client management, strategic allocation of resources, staffing plans, technical training, and on-site event oversight (client transitioned to freelance following staff tenure at First Evangelical Free)

### Community Relations and Event Manager

Academy of Science of St. Louis | St. Louis, MO | 2011-2012

*Provided full-time support for a non-profit educational organization, promoting the sciences for children and adults in the St. Louis region.*

- Co-managed the Speakers for Science, FutureTrek, and Greening Your Future Programs, including venue coordination, event promotion, allocating resources, engaging speakers, and onsite event hosting with attendees ranging from 75-200

- Managed \$20,000 budget for marketing and promotional materials, designed said materials
- Assisted in the management of 75-100 volunteers for science fair events, with 4,000 participating students from 200 K-12 regional schools; provided additional fair support with judging, award presentations, and event photography
- Assisted with fundraising and coordinated annual benefit dinner for 250 attendees

### **Graphic Design and Communications Strategist**

First Evangelical Free Church | Manchester, MO | 2010-2011

*Held two separate staff tenures with a large congregation in Manchester, MO (2500-3000 congregants), with responsibilities ranging from communications strategy to production management.*

- Consulted with internal customers to translate abstract concepts into tangible deliverables: created new ministry launch strategies, promotional campaign strategies, mission and vision statements, and promotional materials
- Developed a strategic outreach campaign from conception to completion, resulting in \$107,000 raised to successfully build a home for orphans in Rwanda and a school in Burkina Faso

### **Production Manager**

First Evangelical Free Church | Manchester, MO | 2004-2010

- Successfully maintained and grew programs during a 3-year leadership gap for Worship Department
- Managed up to 30 volunteers, including full training responsibility, developing training materials, re-structuring volunteer program, recruiting new volunteers, and scheduling (audio, video, lights, and cameras)
- Managed a recurring annual conference for an area homeschool organization (1200 attendees), including client management, strategic allocation of resources, staffing plans, technical training, and on-site event oversight
- Served as Technical Director for rental events, with attendees ranging from 150-1600

## **EDUCATION**

### **Cornell University**

- Systems Thinking Certificate (2018-2019)
- Women in Leadership Certificate (2018-2019)

### **Missouri Baptist University**

- Bachelor of Science in Communications (Completed 2008)
- Bachelor of Arts in History (Completed 2008)
- Certificate in English – Writing for Public Relations (Completed 2008)

### **Jefferson College**

- Associate of Arts – Honors & Global Studies Program Graduate (Completed 2006)

## **VOLUNTEER ENGAGEMENTS**

### **Conference Consultant and On-Site Producer**

Revoice Conference | St. Louis, MO | 2019

- Consulted with Revoice Conference when a 35% increase in attendance their 2nd year necessitated switching to rented facilities, vendors, etc.—including consultation for venue selection, vendor management, staffing strategy, resource allocation, and more
- Served as On-Site Producer for the 2nd annual Revoice Conference (650 people; Stifel Theatre, opening night; Union Station Convention Center, main sessions and 12 breakouts)

### **Organizational Launch and Strategy Consultant**

Acting Out Theatre Company | Cape Girardeau, MO | 2013-2014

- Facilitated the launch and organizational strategic planning process for a new non-profit community theatre organization
- Training and consultation included application for non-profit status, recruiting and structuring the board of directors, identifying and fostering relationships with community financial partners, and identifying and applying for grants (private and corporate); all launch efforts completed successfully

## **REFERENCES AVAILABLE UPON REQUEST**