

Jody Lynn Smith
POB 2458
Myrtle Beach, SC 29578
202-486-3007

Education

Masters in Business Administration
Southern New Hampshire University
GPA: 3.6/4.0

BA Speech/Communications
Penn State University
GPA: 3.16/4.0

International Communications Certificate
University of Manchester, England
GPA: 3.25/4.0

Personal Characteristics

- ✦ Consummate business professional with over 12 years of progressively responsible experience in industry and government, who is eligible for a security clearance
- ✦ Winner of Gold and Silver Screen Awards for the National Association of Government Communicators, and also a recipient of the Tribute to Women in Industry Award and Outstanding Young Leaders Award
- ✦ Creative, proactive, self-starter, with high energy, integrity and intelligence
- ✦ Strategic and tactical with advanced internal/external client-facing attributes
- ✦ Well educated, teachable and inquisitive, I love to learn and easily absorb new information
- ✦ Perceptive, visionary, and innovative, my practical side drives me to get the job done
- ✦ Reliable, conscientious and focused, yet flexible enough to know when to let go of what is not working for a new and livelier direction that often wins proposals, clients and respect
- ✦ My sense of who I am rests on values, principles and high ethical standards in life and in my work
- ✦ Gracious, kind-hearted, authentic and full of life

Demonstrated record of accomplishment of major contributions in every organization with which I have been associated, including these examples:

- ✦ Secured and performed work on over 50, five-figure task orders under a subcontracts to the U.S. Department of Energy with the National Renewable Energy Lab (NREL) and the National Energy and Technology Lab (NETL)
- ✦ 200,000 Federal Government interactive web-based tools built by my team distributed/in use in which I did the writing, concepting and CRM

- ✦ 20+ publications, campaigns and objective oriented technical communications efforts for stakeholder driven websites, tools, tradeshows, fact sheets and social media
- ✦ Led creative, which resulted in the ENERGY STAR® logo branding sponsorship campaign
- ✦ Executed technical report writing and editing internal and external communications for multiple national and international projects performed under contracts awarded by the US government
- ✦ \$1,000,000 in value for public service ad placement in various media outlets for non-profits, government and Fortune 500
- ✦ Led proposal teams which won seven figure Government Contract vehicles, including IDIQ and several “short lists” from DOD, USAID, USACE and more than \$100,000,000 in task orders (<http://www.technologistsinc.com/projects/index.php>)
- ✦ Averaged 50% win rate on task orders, where I managed proposal development and or did the writing
- ✦ Wrote and published 3 books, Talk a Different Game at Work, The Yankee Princess and SALS Adventure www.123context.com
- ✦ Key member of International Paper’s *How-To* Communications Team

KNOWLEDGE SKILLS AND ABILITIES (YEARS EXPERIENCE)

1. Writing, editing & research for: technical, feature, stakeholder, operations, safety, business process design, finance, renewable energy, research, software, procedural, training, proposals, web sites, presentations and advertising (10+)
2. Target audience identification/knowledge dissemination for internal/external audiences (10+)
3. Strategic analysis, planning, execution, monitoring and evaluation (7+)
4. Coordination and collaboration internally/ joint-venture teams, stakeholders and SME’s (7+)
5. CRM/ organizational liaison for government contracting firm and Fortune 100 companies (10+)
6. Capture, pursuit, proposal and other business development activities including opportunity identification, qualification, positioning, bidding, competitive analysis, and related activities (8+)
7. Coordination and collaboration with technical groups to review work in progress, resolve discrepancies and gather inputs from subject matter experts to gain approval, buy in or gain consensus or acceptance when comments and edits conflicted (12+)
8. Creation of high level information flows as needed to illustrate process and responsibilities by providing information design documentation, iterative and waterfall process flows, ideation (8+)
9. Opinion and objective influencing via outreach campaigns, facilitation and visioning (7+)
10. Public relations for participant, employee and customer engagement and retention (12+)
11. Cause, campaign and sponsor-based event design and execution for manufacturing, government, non-profit, financial and healthcare organizations (12+)

12. Social media and communication planning/execution of highly technical and regulatory knowledge and information delivery to influential decision-makers (5+)

APPLIED EXPERIENCE WITH KEY EMPLOYERS

- ✦ **Context Engineering LLC (Consultancy)**: I offer technical writing, proposal capture, publishing concierge services, market research, ghostwriting, public relations, and social entrepreneur consulting. My responsibilities include developing and maintaining client/potential client and industry partner relationships, and identifying and pursuing multiple marketing opportunities. Clients include WinBuild, Carolina Land 360, Carolina Homewright, A-One Moving, Here Women Talk Radio (hosted radio show), ZSC Technologies and Turtle Universe.
- ✦ **Technologists, Inc:** A technical writer and public relations strategist by trade, I had direct accountability for identifying, qualifying, and capturing new business opportunities internationally and within the US, which were key in meeting and/or exceeding income and company goals. I built & maintained a Federal government clientele' interested in using leading edge technology for specialized technical communications and stakeholder engagement. The work required strong logistical, leadership and tactical skills, scheduling and budgeting in addition to integrating my creativity effectively and prioritizing issues. My "pipeline" development activities included correlating selected client servicing actions toward strategic growth plans for DOE in technical communications, software, and online applications initially. As the company grew, we earned several contract awards from USAID and DOD, which ultimately led us to acquire a number of smaller subs and construct an asphalt plant. I was also responsible for brand identity work, and establishing and maintaining teaming arrangements and stewardship with complimentary organizations and charities as part of my job of running US operations.
- ✦ **Energetics:** As a technical writer and client relationship manager, I sought innovative ways to deliver on the DOE and EPA mission and my company's income objectives by providing technical communication assistance, strategic planning, and execution of stakeholder engagement events and tools. At issue was the service and involvement of populations in rural areas, less educated homeowners and highly educated PhD and business leaders. The disparity in their understanding and willingness to participate drove the development of campaigns, products, and analyses. My job entailed analyzing target audiences and recommending innovation and traditional communication styles and products designed to resonate and motivate the end-user that a given communication tool or document was intended to affect. We developed a behavior model for measuring the effectiveness of the outreach to various audiences and tied it to GPRA roll up reporting.
- ✦ **International Paper:** as a division communications director and writer, I conceptualized, developed, and executed strategic, targeted internal/external communications plans and campaigns at the Division HQ and for 17 other manufacturing facilities. I led and directed area/division community and employee involvement in strategic and business plan/management agenda objectives using high performance teams and volunteers (health, safety, value, income environment). I wrote hundreds of newsletters, press releases, fact sheets, brochures, outreach packets, advertisements, & coordinated events including those surrounding the company's sponsorship of the Olympics.
- ✦ **Bruce/TRI:** I served in roles of account supervisor, creative director, and media planner for the Green Lights and Energy Star voluntary programs (EPA) and provided creative and technical support to NIH.
- ✦ **Various short-term assignments:** I created communication plans, speeches, radio/print PSAs, tradeshow displays, direct marketing, fundraising for the Franklin Memorial Hospital, The Children's Museum of Maine, USPA& IRA, Penn State University, and several small businesses. I also researched, wrote, formatted, and edited technical materials for operation and administrative procedures, process documents, software documentation and reports for the U.S. Navy.

PUBLICATIONS AND CAMPAIGNS

1. **DOE's Windows and Doors R&D Technical Communication Support** Developed the concept and assisted with decision support content for the Windows Forum, several stakeholder engagement activities, program reviews and meeting facilitation, fact sheet development, technical report writing/editing and key message distribution of content to key audiences.
 2. **3M Electrical Solutions Explorer**. A virtual, web-based, real time training magazine used by a Fortune 500 Company to create understanding on the integration of their products for international sales team. http://www.technologistsinc.com/projects/proj_3m.php
 3. **Connections**. Employee Newsletters for International Paper's Decorative Products Division.
 4. **CyberXpert Home Companion**. An integrated CD Book and website on the latest energy-efficient and renewable energy technologies for residential buildings. A preliminary business process patent was granted based on its multi-tier communication, education, and business collaboration options. http://www.technologistsinc.com/projects/proj_h_cyberx.php
 5. **Office of Electricity Delivery and Energy Reliability Identity Campaign**. The concept, development, & execution required a thorough understanding of the creative process when it meets bureaucracy and homeland security at a time that people were afraid. http://www.technologistsinc.com/projects/proj_oede.php.
 6. **ENERGY STAR® Participation, Recognition, and Branding Campaign with Media planning**. Our team originated the logo, developed a number of PSAs and Advertisements, and placed articles in major business magazines with an earned media value exceeding \$1,000,000
 7. **Report for the US DOE Communication Behavior-based Marketing Effectiveness**. This audit and evaluation model was the first of its kind in a research environment, which was specifically tied to the metrics and reporting requirements of the Government Performance and Results Act (GPRA).
 8. **The US DOE Distributed Energy Resources Interactive Research Brochure**. A new technology market-acceleration tool designed to encourage rural communities to produce their own power, locally with the latest available renewable energy technologies.
 9. **Talk a Different Game at Work (Published January 2010)**. A how-to book for using sports, journaling, and your workplace conversations as an opportunity to pursue intangible motivational trophies passionately with your values and faith well placed. <http://www.Amazon.com>
- The Yankee Princess (published October 2010)**. Ghostwriting and public relations strategy for daughter of former NY Yankee owner, Gabe Paul. It is a non-fiction father: daughter love/hate story with the 1977 championship as the backdrop.
11. **Technologists, Inc., Corporate Identity Materials**. Over the course of 7 years, I worked with many teams to create press kits, websites, interactive brochures, and presentations.
 12. **OH!** Employee Relations Campaign and Newsletter for International Paper's Odenton, MD and Hampton South Carolina merger and acquisition communications.

13. **Nevamar Matters.** A key piece of an employee engagement campaign, this monthly newsletter provided a means to communicate from the top down and the bottom up for an International Paper subsidiary and division HQ.
14. **Business Link.** A Business Process Improvement Organ for the Division.
15. **Pressing Issues.** A fast turnaround communications and announcement vehicle distributed division-wide at the plant level.
16. **The Spinal Column.** A monthly publication created for a Chiropractic Health Community Outreach campaign emphasizing patient education.
17. **Get Smart About Energy.** Award winning interactive CD and campaign website with teacher focused reproducible lesson plans <http://apps1.eere.energy.gov/education/lessonplans/> was first of its kind and innovative.
18. **The Perfect School:** An interactive CD learning tool created to accelerate the use of new energy saving technology and integrate best practice operations knowledge into school environments by campaigning to administrators, facility managers, and teachers with separate, targeted content and resources. http://www.technologistsinc.com/projects/proj_tps.phphttp://www.technologistsinc.com/projects/proj_tps.php
19. **The Federal Energy Management Program.** An interactive CD and brochure eliciting greater participation of government agencies in the *Lead by Example* Campaign to accelerate greater acceptance of energy-efficient and renewable energy technology.
20. **SALs Slightly Scary, Very Funny, Dream Adventure (Published December 2010).** During a mission project in rural West Virginia, I engaged 40 children in a collaborative writing project where each class was responsible for the characters, the plot line or the objects used in the book. I aggregated their essays into a single MadLibs like adventure and all the writers will receive an author credit.

COMMUNITY SERVICE

- ✱ My penchant for giving back to the community, which first emerged when I was a communications major at Penn State (1982-1986), drove many of my career and projects.
- ✱ I volunteered my public relations skills as a student to assist in a \$250,000 fundraiser for children with cancer at the Hershey Medical Center, developing a corporate sponsorship packet, and media kit and coordinating press for a major fundraising event. Educating others on ways to have a valuable life by combining their work and personal goals with community needs is a passion. I participated in the Solar Decathlon as a volunteer supporting US DOE clients promoting research in renewable energy technologies via a college student design and build competition culminating in a week long exhibit on the National Mall.
- ✱ I served as Team Captain for 3 years at the American Cancer Society Relay for Life, promoted Learn to Live for the American Heart Association, raised funds for corporate United Way giving and the Children's Museum.
- ✱ As a member of the Baltimore Chapter of Single Volunteers, I assisted in a number of nontraditional volunteer opportunities including teaching kayaking techniques for a cancer fundraiser and assisting with logistics in the Volvo Ocean Race.

- ✦ I volunteered at a terrapin education and release education program at the Annapolis Maritime Museum as part of the *“Do a Universe Good...One Turtle at a Time”* social entrepreneurship effort, where I mentor the founders in the development of this online business with a community involvement mission.