

# Jacob Austin Smiley

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## EDUCATION

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### Radford University

Radford, VA

BS in Business Marketing

Graduation date December 2021

- Founding father of the Nu-Sigma chapter of the Kappa Sigma fraternity, student ambassador, BB&T Innovation Competition finalist, and received an MOS certification.

## WORK EXPERIENCE

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### Aspire Marketing Agency

Blacksburg, VA

Account Coordinator Intern

May 2021 – Current

- Conducts website development aspects by working directly with developers and designers to execute on solutions within project budget/timeline
- Manage campaign performance and make optimization recommendations
- Assist senior management in developing proposals and gathering information for new business opportunities

### Carrabba's Italian Grill

Roanoke, VA

Server

June 2019 – October 2021

- Dedicated to ensuring customer satisfaction by remaining accessible and friendly.
- Exceptional interpersonal and team building skills with an aptitude for building rapport with a diverse range of customers, managers, and colleagues; talent for quickly resolving issues prior to escalation.
- Success multitasking while remaining professional and courteous in fast-paced environments.

### Table 50

Roanoke, VA

Server

May 2018 – March 2019

- Informally recognized as Lead Server with responsibility for overseeing opening / closing and coaching and mentoring new servers regarding menu items, company policies and procedures.
- Memorized standard menu along with 20+ specials per night, including entrées, sauces, desserts, and specialty drinks, sandwiches, and apps.
- Frequently assisted colleagues during rush periods to foster / promote teamwork while providing exceptional service and guest dining experience.

## LEADERSHIP EXPERIENCE

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### Chapter President

Radford, VA

Nu-Sigma chapter, Kappa Sigma Fraternity

August 2020 – January 2021

- Elected by a 55-man organization to oversee and manage the strategic vision of the organization.
- Positioned the organization as a valued partner in higher education by fostering relationships with the executive board, the chapter, the key alumni, the university and the greater Radford area.
- Encouraged and empowered brothers to take ownership of their experience and live out the values of the organization through the facilitation of weekly board or chapter meetings.

### Head Employee Trainer

Roanoke, VA

Carrabba's Italian Grill

June 2019 – October 2021

- With over 7 years of serving experience, I was informally elected to teach new servers' essential information, such as restaurant history, interesting facts about the business, restaurant layout, and table numbers.
- I would also train new employees on our current menu, memorizing every dish to prevent potentially fatal allergies to food. It was also my job to teach the new employees price points, to help them educate the customer on our price points.

## TECHNICAL SKILLS & PROJECTS

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**Skills:** Microsoft Word, Excel, PowerPoint | Market Analysis | Web Design | Operations | Digital Marketing | Content Marketing | Content Curation/Creation | Social Media/Media Management | Personal Branding | Advertising

**Projects:** New River Moving Arts Branding Project | Giles County Videos | New River Osteopathy | Back to Nature Landscaping | Trebel Wellness | Slate Creek Builders | NEST Realty | RPM Insight | Park 37 | Blacksburg Rescue Squad