

Ethan Smith

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2326 Steeple Chase, Shelbyville, IN 46176

PROFESSIONAL SUMMARY

An organized and creative professional with proven marketing skills and a desire to learn more in combination with customer service skills utilized in progressive roles of accountability and leadership. Posses 3+ years of experience working for diverse groups of organizations and clients.

SKILLS

- Communication
- Leadership
- Critical Thinking
- Project Management
- Social Media
- Analytical Skills

EXPERIENCE

Events & Promotions Coordinator

Indiana Grand Racing & Casino/Caesars Entertainment – Shelbyville, IN | September 2019 - Current

- Designed and presented social media campaign ideas.
- Planned and executed internal and external events.
- Adjusted ads to better align with desired consumer audiences and improve conversion rates.

Server

Indiana Grand Racing & Casino/Caesars Entertainment – Shelbyville, IN | April 2017 - September 2019

- Up sold high-profit items such as appetizers and mixed drinks to enhance sales numbers.
- Enhanced operational efficiency by using slow periods to restock employee and customer supplies, including ice, condiments, utensils, and napkins.
- Bussed and reset tables each shift, working efficiently to keep dining room and work areas clean.

Marketing Intern

Indiana Grand Racing & Casino/Caesars Entertainment – Shelbyville, IN | April 2017 - October 2017

- Helped with social media strategies, customizing messages to different platforms and consumers.
- Organized plans, resources, and schedules for marketing events.
- Developed creative content for existing brands and planned campaigns.

EDUCATION

Bachelors Degree - Marketing/Management

Indiana University | May 2018

Bachelors - Graphic Design

Full Sail University | October 2022