

PAMELA D. SMITH

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COMMUNITY FRONTRUNNER

Develops and Communicates Information that Educates, Informs, and Empowers Diverse Target Audiences towards Favorable Behavior and Growth

Superior talents to quickly acclimate about diverse life topics; create and implement strategic plans for new/existing initiatives; develop/edit meaningful messages that elicit desired outcomes; and plan message distribution via presentations, direct mail, email, phone, and web. Varied experience covers educational, religious, insurance, nonprofit, and pharmacy benefit industries.

COMMUNITY

MACEDONIA BAPTIST CHURCH, Newark, NJ **2007 to Present**

Youth Minister, Sunday School Teacher and Choir President

FIRST PRESBYTERIAN CHURCH, Elizabeth, NJ **2015 to 2017**

Elder and Church Clerk

- Teach individuals from different educational and socioeconomic backgrounds about GOD and personal development topics that increase knowledge and propel growth.
- Mentor church staff about ways to improve individual contribution to fundraising initiatives.

SELF-EMPLOYMENT

WEICHERT, Clifton, NJ | **Real Estate Agent** **2018 to Present**

- Assess specific property needs of consumers and business owners, to identify most fitting properties.

AFLAC, Basking Ridge, NJ | **Voluntary Benefits Advisor** **2018 to Present**

- Work with employers to outline solutions for increasing workplace wellness and decreasing cost.

PRIMERICA, East Orange, NJ | **Representative** **2017 to Present**

- Teach middle-class families how money works; how to reduce debt; and how to leave a legacy.

BUSINESS

EXPRESS SCRIPTS, Franklin Lakes, NJ **2000 to 2017**

Director, Content Governance & Management 2015 to 2017

Director, Content Management 2011 to 2015

Senior Communications Manager 2006 to 2011

Communications Manager 2000 to 2006

Communications: Emails / Letters / Presentations / Websites

- Created and revised thousands of communications that met business objectives of educating patients and informing doctors about pharmacy benefit features and requirements.
- Managed review and approval process for communications, ensuring external content met branding standards, minimizing liabilities, and clearly informing target audiences.

Collaboration: Cross-Functional Teams / Direct Reports / Peers

- Worked (in-person and virtually) with creative direction, design, editorial, data processing, and production teams for on-time and on-strategy delivery of marketing communications.
- Collaborated with senior-level peers from cross-functional teams and thoroughly examined and corrected governance processes for external communications.
- Advocated for direct reports by joining forces with senior leadership about job performance and development opportunities, gaining high-visibility projects and job promotions.

Instruction: Direct Reports / Interdependent Teams

- Upheld coaching and supervisory relationships with 4 direct reports for 10+ years as ongoing assessment of work styles, process improvements, and continual career development.
- Developed job aids and tutorial materials for education of interdependent teams.

SKILLS SUMMARY

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|---------------------------|----------------------------------|
| ▪ Coaching & Mentoring | ▪ Marketing & Sales |
| ▪ Team Collaboration | ▪ Professional Presentation |
| ▪ Desktop Publishing | ▪ Project Management |
| ▪ Educational Training | ▪ Strategy Planning |
| ▪ Leadership & Management | ▪ Verbal & Written Communication |

SOFTWARE SKILLS

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|-----------------|-----------------|----------------|-------------------|
| ▪ Adobe Acrobat | ▪ Affinium Plan | ▪ MS Publisher | ▪ MS Office Suite |
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EDUCATION

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- Master of Arts, *Adult Education and Training***, University of Phoenix, Phoenix, AZ | 2013
- Coursework taught about learning styles and how to fully engage adults in the learning process.
- Bachelor of Arts, *Fine Arts and Design***, Kean University, Union, NJ
- Coursework taught diverse means of expression, color theory, and layout.
- Certificate, *Theology and Ministry***, Princeton Theological Seminary, Princeton NJ | 2017
- Accelerated four-month program taught the fundamentals of Christianity and ministry.
- NJ License, *Life Producer*** PFS University and Greenlight Training School, NJ | 2017 and 2018
- 40-hour pre-licensure coursework to sell *accident, health, and life* insurance.
- NJ License, *Real Estate*** Montclair School of Real Estate, Montclair NJ | 2017
- 75-hour pre-licensure coursework for concepts and regulations to sell real estate.

REFERENCES

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| ▪ Liz Nolley Tillman – 973-868-1878
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