

EDUCATION

B.A., Communications
University of Denver

SKILLS

- Communications planning
- Public engagement
- Crisis communications
- Transportation/Utilities
- Verbal & written communication
- Strategic planning
- Client account management
- Social media management
- Media relations/media training
- Government relations
- Effective Public and Media Relations
- Innovative Marketing Strategies
- Develop and Implement Strategies
- Lead Public Engagement Efforts
- Participate in Project Initiatives
- Execute Targeted Outreach Campaigns
- Coordinate Stakeholder Collaboration Meetings
- Drive Business Development Opportunities
- Promote Services to Clients
- Manage Brand Communication Plans
- Conduct In-Depth Market Analysis
- Facilitate Community Engagement Activities

EXPERIENCE

25 YEARS

CONTACT



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Garold Smith

Strategic Communication Support

Garold Smith, Business Development and Communications Manager with Acuity Design Group (ADG), is a seasoned expert with over 15 years of experience in public involvement and community engagement for a range of state, county, municipal, and private clients across North Carolina, alongside an extensive 30-year career in the field. Smith's notable tenure includes owning Eydo, a leading North Carolina-based public involvement and communication firm, where he led impactful campaigns for nearly 40 North Carolina Department of Transportation (NCDOT) projects. These projects spanned various domains including rail, public transportation, highways, turnpikes, and bike/pedestrian infrastructure, with key initiatives such as the BeRailSafe campaign, I-440 Improvements, Interstate 95 Corridor Planning and Financial Study, North Carolina Maritime Strategy, North Carolina Piedmont Improvements Project, and the NCDOT Statewide Public Involvement Plan.

As a forward-thinking manager and subject matter expert, Garold Smith brings a wealth of knowledge and experience from both government and private sector engagements. His expertise encompasses a broad range of areas including writing and editing, developing communications strategies, managing media relations, overseeing social media activities, facilitating public meetings, and handling government affairs. Smith has contributed to over 70 transportation and capital improvement projects in states such as Florida, Virginia, North Carolina, and Colorado. His strategic leadership and innovative approach to public involvement and stakeholder engagement have been instrumental in enhancing project communication and community relations. Smith's dedication to advancing best practices in public engagement and his ability to address complex challenges have solidified ADG's reputation as a leading force in the field.

Garold Smith's impact extends beyond his technical expertise, showcasing his ability to drive strategic growth and foster strong client relationships. His role as a Business Development and Communications Manager at ADG involves not only managing high-profile projects but also spearheading new business opportunities and cultivating partnerships with potential clients and project teams. Smith's strategic acumen in identifying market trends and client needs has been crucial in expanding ADG's service offerings and establishing the firm as a prominent player in the public involvement and communications sector. His proactive approach to business development ensures that ADG remains competitive and well-positioned to tackle emerging challenges and opportunities in the industry.

Garold Smith

Business Development and Communications Manager

RELEVANT PROJECT EXPERIENCE

CITY OF JACKSONVILLE

ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement, Website Design

Resilience Planning

Prime: The Water Institute

Transportation Planning

Prime: Atkins Global

DOWNTOWN INVESTMENT AUTHORITY

ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement, Website Design

Shipyards West Park

Prime: Agency Landscape

JACKSONVILLE TRANSPORTATION AUTHORITY

ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement, Website Design

MobilityWorks Complete Streets

Prime: POND and RS&H

TOD Greenline & TOD Commuter Rail (Duval to St. Johns)

NORTH CAROLINA DEPARTMENT OF TRANSPORTATION

Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement, Website Design

Various Roadway Studies

- NC 106 Corridor Improvement Study
- NC 51 in Matthews
- North Carolina Disparity Study
- UC 54 & More Mode Feasibility Study

Various Roadway Improvement Projects

Brinkerhoff (WSP), Mulkey (NV5), and ICA (HDR)

- Old Beatty Ford Road Feasibility Study
 - Rea Road Extension Feasibility Study
 - Catawba Avenue Widening Project
- I-26 Connector DEIS

Statewide Policy and Public Involvement Plan

US 17 Association

Interstate 440 Widening

2040 Long Range Transportation Plan

Clayton Grade Separation

Interstate 95 Corridor Planning and Financial Study

Hillsborough Traffic Separation Study

Rail Division

Statewide "BeRailSafe" Railroad Safety Program
Communications, Marketing and Community

Outreach

Greenville Rail & Transportation Enhancements
Project

Piedmont Improvements Projects

Stallings Street Rail Crossing

Southeast High Speed Rail Brochure

North Carolina Chapter of the Women's

Transportation Seminar (WTS), High Speed Rail

Summit Summary

Division of Bicycle & Pedestrian Transportation

Bicycle Safety Public Policy - Statewide

NORTH CAROLINA RAILROAD COMPANY

Rail Crossing Safety Public Service Announcement

Statewide Marketing Campaign - 317-Mile Railroad
Corridor

CITY OF RALEIGH

Crabtree Valley Transportation Study

GOLDSBORO METROPOLITAN PLANNING ORGANIZATION (GMPO)

Metropolitan Transportation Plan Update

UNITED STATES ARMY/PIEDMONT

Natural Gas, Fort Bragg

Natural Gas Privatization

CHARLOTTE WATER

Utility Pipeline Installation

CAPITAL AREA METROPOLITAN PLANNING

Organization, Northeast Area Study

Prime: Stantec

NORTH CAROLINA OFFICE OF THE LIEUTENANT GOVERNOR

Statewide North Carolina Maritime Strategy