

MERYL C. SMITH	
HOMETOWN	Northwood, OH
CURRENT RESIDENCE	Hoboken, NJ
EDUCATION	Bachelor of Science in Journalism/Public Relations, Minor in Political Science
PROFESSIONAL CAREER	<ul style="list-style-type: none"> ▪ <i>Integrated Management Services</i> - Project Consultant ▪ ImPRessions - Account Executive ▪ The National Assembly for Wales - Political Intern ▪ Prentice Hall Publishing - Publishing & Sales Intern ▪ The Ohio Journalist - Editor ▪ Ohio University Communications and Marketing - PR & Marketing intern ▪ Ohio University Campus Community Engagement - PR & Marketing intern ▪ Disaster Preparedness for Athens County - Account Executive ▪ The Ralph & Luci Schey Sales Centre - Professional Sales Certificate
NOTABLES	<ul style="list-style-type: none"> ▪ OU Sales Centre Alumni Network ▪ Writer ▪ Athlete ▪ Traveler ▪ Hockey Fan

BIOGRAPHY

IMS EXPERIENCE	<p>Project Consultant for IMS, Meryl plays a vital role as a Project Consultant by providing marketing, sales, project and initiative development support to the IMS Legal Research Services team (a division of IMS). She acts as the right hand support the Managing Director, Division Experts, Project Teams and Firm Leadership to execute sales support and project support/management functions. This role is essential to balancing the service support of running the Division with the service delivery of doing the business of the Division.</p> <p>In her role Meryl is responsible for a variety of project and sales management activities across setup, initiation, workflow management, document management, deliverables and resource control. Throughout projects, she is deeply involved in directing the project activity and participates in data collection and analysis, conducts interviews and meetings, compiles findings and produces reports. In addition, Meryl utilizes her background in Journalism and Marketing to support sales, marketing coordination and internal business development efforts via use of CRM tools, marketing material preparation, lead follow-up and internal process improvement.</p> <p>Prior to joining IMS, Meryl acquired pronounced leadership ability during her time as an account executive for ImPRessions, a student-run public relations firm, and as project manager and campaign developer for disaster preparedness for Athens County in Ohio.</p>
PREVIOUS EXPERIENCE	<p>A Recent Graduate of Ohio University, Meryl's academic and professional career thus far can mostly be described in one word - eclectic. With academic and professional experience ranging from marketing and sales to politics and public relations, she went through the gamut in her four years at Ohio University. Her pronounced leadership ability can be attributed to her roles as account executive for ImPRessions, a student-run public relations firm, and as a member of the distinguished Ralph and Luci Schey Sales Centre where she helped start the rookie-mentor program.</p>
EXPERTISE	<ul style="list-style-type: none"> ▪ Project Management ▪ Data Collection & Analysis ▪ Process Control ▪ Client Relation Publication ▪ Sales & Marketing Management ▪ Media Writing ▪ Promotions