



ANNA M. SMITH

GREENWOOD INDIANA

(704) 858-1867

AMFALLS26@GMAIL.COM

INTRODUCTION

I am detail-oriented, personable, and passionate about the Gospel and equipping the Church. Exemplary communicator with a love of all things aesthetically pleasing. I am driven to cultivate and foster relationships while maintaining trust for the sake of the gospel! I thrive in a creative and collaborative environment when I can serve and work professionally with a wide population of stakeholders and service providers. Adept at creating and implementing effective strategies and promotional material including, Social media, print/layout, branded marketing promotion, and product.

ACADEMIC BACKGROUND

Lenoir-Rhyne University
B.A. English Education

- Graduated Magna Cum Laude In 2014
- Student Teacher of the Year
- Cru Leadership Team
- North Carolina Teaching Fellow
- Kappa Delta Sorority Vice President
- Orientation Leader

South Point High School
High School Diploma

CONTACT DETAILS

Number: (704) 858-1867

Email: amfalls26@gmail.com

CAREER EXPERIENCE

COMMUNICATIONS & GUEST RELATIONS DIRECTOR

Community Church of Greenwood 2019-July 2021

- Created a welcoming atmosphere of inclusion and excellence for all people
- Recruited, trained, scheduled, and empowered volunteers to welcome and engage with guests
- Lead connector for all new guests and stakeholders
- Collaborated with Discipleship Pastor to design original class material, print and digital for all ages
- Led Women's bible studies, Co-taught bible studies, created and co-taught workshops
- Developed strategies to communicate the weekly messaging of the church and Worked with every ministry leader to executed those communication plans in time for proper engagement
- Worked with Lead Pastor and church leadership to craft weekly services and develop the voice and branding of the church
- Ensured creativity and quality standards in all facets of communication and marketing
- Created all sermon graphics Social Media graphics, photography, web, and product design
- Created new sub-branding under organizations branding guidelines
- Created and maintained yearly budgets for multiple departments

11TH & 12TH GRADE ENGLISH TEACHER

Hickory Career and Arts Magnet High School, 2017- 2018

- Focused on Curriculum and Print Content Creation and Web-based Content Creation
- Chosen to lead marketing, event, and recruitment plans
- Mastered planning, creating, and differentiating lessons to fit the need of diverse populations
- Participated in Arts Integration Curriculum creation and led training for other teachers

Bunker Hill High School, 2015-2017

- Original content creation for classroom website and 12th-grade project-based curriculum
- Participated in the Literacy Design Collaborative to create new literacy content, roll out evaluation systems, and collect all data
- Chosen to be trained in creating and differentiating content specifically for the intellectually and academically gifted student population

INTERNATIONAL INTERNSHIP TEAM DIRECTOR AND CAMPUS STAFF

CRU, Campus Crusade for Christ, 2014-2017

- Female Team lead for a team of ten missionaries in North Africa
- Incharge of the development and implementation of Women's discipleship
- Focused on launching movements in primarily Muslim University campuses
- Transitioned into stateside campus position: Women's ministry lead at Lenoir-Rhyne University
- Responsible for Women's discipleship and programming, event planning, content, and promotional material creation

PROFESSIONAL SKILLS

- Exemplary communication, critical thinking, and leadership skills
- Directed training workshops on personal, spiritual, and professional development
- Pioneered/Created curriculum for bible study and evangelical training
- Hospitable and excellent customer care
- Adept at fostering relationships with students, co-workers, and volunteers
- Creating and maintaining web-based Content
- Experienced with Google Suite, Word, Excel, Canva, LightRoom, Photoshop, Illustrator, InDesign
- Beginner at hand lettering
- practiced in creating visual arts with most mediums



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REFERENCES:

Gary DeBoard

*Associate Pastor of Discipleship and Impact
Community Church of Greenwood
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Kristen Baynai

*Director of Children's Ministry and The Rock Camp Director
Community Church of Greenwood
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Bill Turner

*Care Pastor
Community Church of Greenwood
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Rebecca Tuttle

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AJ Main

*High School Youth Pastor
South Point Baptist Church
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