

MACY SMITH

(346) 400-1430 | macydsmith@utexas.edu | [LinkedIn](#) | [Portfolio](#)

EDUCATION

The University of Texas at Austin, Austin, TX
Bachelor of Science, Public Relations

Expected May 2026
GPA: 4.0, Dean's List

RELEVANT EXPERIENCE

The Walt Disney Company, Glendale, CA

January 2025 - June 2025

Global Brand Commercialization Intern

- Supported brand commercialization and franchise strategy for Consumer Products by acting as a brand liaison for the Stitch, Winnie the Pooh, and Preschool properties
- Assisted in the execution of franchise strategies and aligning internal teams, studio partners, regional teams, and licensees on brand campaigns, upcoming content, and storytelling goals
- Created internal and external brand decks and presentation materials to showcase Disney's IP, highlighting campaign priorities and reinforcing brand positioning, all while ensuring visual appeal and alignment with campaign objectives
- Developed marketing materials, including one-pagers, content calendars, pitch decks, and sizzle briefs to communicate IP strategy and drive alignment across internal teams and external licensees.
- Analyzed consumer research and financial data to assess campaign and product performance and inform strategy
- Stayed up to date on brand guidelines, actively collecting and organizing assets and ensuring licensees and partners adhered to established brand standards and creative direction.

LyondellBasell, Houston, TX

May 2024 - August 2024

Communications Intern

- Developed and distributed weekly news clips, curating and summarizing relevant industry news for over 500 employees, including executives and the CEO, to enhance industry awareness across the company
- Authored articles for the company's internal newsletter, announcing technological advancements and exceeding engagement goals by driving 500+ clicks per edition
- Ideated and executed a successful LinkedIn 'Fun Fact Friday' campaign, resulting in a 10.4% increase in engagement
- Developed content for social media platforms by creating on-brand copy, scheduling posts, and delivering weekly metrics reports to analyze performance and inform strategy
- Conducted media monitoring to develop a strategic communications proposal, analyzing competitor strategies on LinkedIn to refine our sustainability messaging and presenting actionable recommendations to executives

Zilker Media, Austin, TX

January 2024 - May 2024

Publicity Intern

- Pitched clients from diverse industries—including business, design, and technology—for podcast interviews, successfully securing and scheduling over 25 media requests while fostering strong relationships with journalists
- Produced collateral materials such as expert bios, press releases, media kits and pitch angles

Miracle Foundation, Austin, TX

September 2023 - December 2023

Marketing Intern

- Pitched and secured media coverage for an annual fundraising event, landing features in *Tribeza* and *Austin Monthly* and contributing to a successful turnout of 275+ attendees
- Designed 2-3 graphics weekly for social media channels, analyzing monthly social media metrics to track performance
- Developed a search engine optimization (SEO) strategy by writing search-focused articles for the nonprofit's website
- Organized a promotional event with Amy's Ice Cream by creating publicity content, generating over \$2K in profits

STUDENT ORGANIZATIONS

Tower & Bridge Communications, TX (University Student-Run PR Firm)

August 2023 - Present

Director of Marketing

- Directed a comprehensive rebranding initiative, including creating a new agency name, visual identity, and cohesive brand strategy to increase brand recognition
- Led account teams through marketing workshops to address and refine clients' needs

Social Media Manager

- Formulated a social media strategy for The Moody Foundation across multiple platforms to increase brand awareness and audience engagement, resulting in a 94% increase in engagements and 99.5% increase in impressions

Public Relations Manager

- Created and implemented a PR strategy aligned with clients' short-term goals by overseeing media relations, influencer relations, and event components, including writing press releases
- Developed weekly influencer lists, pitched collaboration opportunities, and tracked responses using Excel

Texas Student Television News, Austin, TX

August 2023 - Present

General Reporter

- Develop pitch ideas, create graphics using Adobe Premiere Pro, and support pre-production and morning broadcasts with technical assistance and on-camera news anchoring

Ignite Texas, Austin, TX

Marketing Assistant

January 2024 - Present

- Managed all marketing efforts for an organization with over 200 members, led a successful social media campaign to enhance visibility and promote fundraising efforts

SKILLS

Technical Skills: Google Suite, Microsoft Office, Keynote, Adobe Creative Suite, Canva, Slack, AP Style Writing, Cision, Hootsuite

Social Media: LinkedIn, Google+, Sprinklr, CoSchedule, Asana, Monday, Sprout Social, Wordpress, Wix