

MACY SMITH

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EDUCATION

The University of Texas at Austin, Austin, TX

May 2026

Bachelor of Science, Public Relations

GPA: 3.9, Dean's List

EXPERIENCE

Whitt Ross Experience Experts, Austin, TX

August 2025 - December 2025

Event Planning Intern

- Supported the planning and execution of events (\$250K–\$1M+), including corporate functions, weddings, private experiences, and large-scale activations including the Formula 1 US Grand Prix at Circuit of the Americas
- Developed event concept decks outlining design elements, vendor plans, and logistics aligned with client vision
- Assisted with on-site execution by creating schedules, directing vendors, and supporting smooth event operations

The Walt Disney Company, Glendale, CA

January 2025 - June 2025

Global Brand Commercialization Intern, Disney Consumer Products

- Contributed to billion-dollar retail programs as a brand liaison for Disney Classics franchises, including *Winnie the Pooh*, *Lilo & Stitch*, and Disney Jr. properties
- Created brand decks, pitch materials, and one-pagers to showcase Disney's intellectual properties, highlight campaign priorities, and reinforce brand positioning to internal teams and global licensees
- Managed and continuously updated a global franchise content calendar across 8+ properties, ensuring alignment among brand, studio, retail, and regional partners
- Analyzed consumer research and financial data to assess campaign and product performance and inform strategy
- Maintained up-to-date knowledge of brand guidelines and organized creative assets for consistent brand execution

LyondellBasell, Houston, TX

May 2024 - August 2024

Communications Intern

- Authored articles for the company's internal newsletter, exceeding engagement goals by driving 500+ clicks per issue
- Ideated and executed a LinkedIn 'Fun Fact Friday' campaign, increasing platform engagement by 10.4%
- Conducted media monitoring and distributed weekly email reports synthesizing key industry news to 500+ employees
- Developed an Excel-based editorial calendar using pivot tables and data validation to organize deliverables, timelines, and ownership, streamlining department-wide operations
- Managed social media platforms by writing copy and delivering weekly metrics reports to analyze performance

Zilker Media, Austin, TX

January 2024 - May 2024

Publicity Intern

- Pitched clients across business, design, and technology sectors for podcast interviews, securing 25+ media placements
- Drafted press releases, pitch angles, media kits, expert bios, and blog posts to support earned media campaigns
- Supported day-to-day account execution by compiling press clippings, tracking outreach, and scheduling interviews
- Built and maintained targeted media lists while conducting journalist research to align outreach with campaign goals

STUDENT ORGANIZATIONS

Tower & Bridge Communications, Austin, TX

August 2023 - Present

Agency Co-Director

- Lead a 40+ member student-run PR and advertising agency serving paid and nonprofit clients
- Serve as primary client point of contact, managing ongoing communication and performance benchmarks
- Facilitate weekly agency meetings and professional development workshops on campaign strategy, pitching, social media management, and client relations
- Drove agency client acquisition through direct outreach and informational meetings, securing nine new accounts
- Managed the agency's annual recruitment, resulting in record applicant volume and a 7% acceptance rate

National Student Advertising Competition (NSAC), Austin, TX

December 2025 - Present

Campaign Strategist, Client: The National Football League (NFL)

- Selected to represent the University of Texas at Austin in the National Student Advertising Competition, developing a national advertising campaign for the National Football League (NFL)
- Conducted primary and secondary research to define target audiences and uncover insights informing brand positioning and strategic direction
- Synthesized research findings into the campaign's core strategic platform for presentation to industry judges

SKILLS

Google Suite, Microsoft Office, Keynote, Adobe Creative Suite, AP Style Writing, Cision, Hootsuite, Asana, Sprinklr, Sprout Social