

JILL COODY SMITS

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Professional Experience

Writer-Communicator-Strategist

Blue Seed Communications bluseedcommunications.com
Austin, Texas 2008 - Present

- Smart, curious, thorough, versatile writer with proven experience developing fresh ideas and writing crisp, lively, tailored copy for a variety of clients, audiences, platforms and publications.
- Freelance writing and communications services and areas of expertise include: strategic planning, advocacy, op-eds, blogging, key messaging, speeches, content marketing, press releases, marketing collateral, social media, email communications, annual reports, storytelling, etc.
- Publications: *Texas Monthly*, *The Washington Post*, *Brain & Life*, *TheLily.com*, *On Parenting*, *Psychology Today*, *Southwest: The Magazine*, *Texas Highways*, *Austin Monthly*, *Southern Living*, *DallasChild Magazine*, *Animal Wellness*, *CNN.com*, *365ThingsAustin.com*, *Designsponge.com*, *Giving City Austin*
- Clients and Collaborators: Big Health, Planned Parenthood Global, Earth X, Crohn's & Colitis Foundation, Leukemia & Lymphoma Society, Austin Pets Alive!, Humanity United, Hotel Indigo, Alliance to End Slavery and Trafficking, Food Research and Action Center, Fairtrade America, US Against Alzheimer's, National Network for Youth, Refugees International, Children's Healthcare of Atlanta, Save Darfur, Susan G. Komen for the Cure, American Federation of Teachers (Texas), Ford Motor Company, Collective Impact, M Booth, AKB Strategies, Allyn Media, Direct Impact, Weber Shandwick, M&R Strategic Services, Full Funnel Marketing, Face It Media, Media Planet, Central Desktop, Pure-Moxie, Rocca Productions
- Author, *Expedition Austin: A Kid's Guide to the Weirdest Town in Texas*

Communications Manager

Susan G. Komen for the Cure *headquarters of international breast cancer organization*
Dallas, Texas 2004 - 2008

- Strategized and executed PR campaigns to support launch of organization name and brand change
- Developed, implemented and oversaw communications plans for organization initiatives including Breast Cancer Awareness Month, 25th anniversary and Komen Community Challenge
- Wrote copy, press releases, crisis communications responses, talking points, collateral materials and scripts for internal and external audiences, komen.org, national media and various print publications
- Served as public relations consultant for internal departments including cause related marketing, public policy, international, development and health sciences
- Pitched story ideas to local and national media; responded to incoming media inquiries
- Oversaw nationwide, grassroots advocacy campaign
- Managed outside agency relationships including national PR and public policy firms

Additional Experience

- Austin Bar Association, Communications Director, Austin
- Texas Medical Association, Communications Manager, Austin
- Elsevier International Business Information, Sub Editor, The Netherlands

Education

BA, Journalism
University of Texas at Austin

Certifications: HubSpot Inbound and HubSpot Content Marketing

