

Shanen Smith.

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EXECUTIVE ASSISTANT · CHIEF OF STAFF · C-SUITE SUPPORT

PROFILE

Senior Executive Assistant and Chief of Staff with 15+ years beside C-level and VP leaders in manufacturing, technology, higher education, state government, law, and small business. Runs the work that keeps executives moving (complex calendars, travel, communications, and follow-through) and the cadences, projects, and systems that turn a leader's priorities into results. Brings an owner's mindset, a marketing lens, and the discretion senior leaders rely on.

SELECTED IMPACT

C-suite	Supported CEOs, COOs, a CFO, CIO, and CHRO in corporate, legal, and government roles.
4 VPs	Supported four VPs across five functions at once: calendars, travel, expenses, POs.
3X	Rebuilt a client's operations and marketing; customer volume and revenue tripled.
260+	Planned an annual division-wide event at the State of Ohio; led its committees.
Expo	Ran logistics and executive prep for the AHR Expo, the industry's major trade show.

CORE COMPETENCIES

C-Suite & VP Support · Complex Calendar Management · Domestic & International Travel · Executive Communications & Leadership Presentations · Meeting Agendas, Minutes & Follow-Through · Operating Cadence & Priority Tracking · Cross-Functional Project Management · SOP & Process Design · Budget, Expense, PO & Vendor Management · Event & Trade Show Planning · Executive Onboarding · Marketing Strategy · Team Supervision · Confidential Matters

Tools: Microsoft 365 (Outlook, Excel, PowerPoint, SharePoint, Teams, Visio), Google Workspace, Asana, Monday.com, Trello, Basecamp, Brex, Oracle, Shopify, Canva, Zoom

PROFESSIONAL EXPERIENCE

Ready to Grow

2022 – PRESENT

Marketing & Operations Consultant · Atlanta Metro

Advise small-business owners on operations, marketing, and growth, then build the systems that let them scale.

- Built the operating backbone for a computer-services firm (SOPs, meeting cadences, service standards) and trained its team; customer volume and revenue grew 3X.
- Set up operations, service offerings, and customer-facing systems for two startups in travel services and behavioral health.
- Took a consumer skincare brand from concept to market: competitor research, positioning, pricing, an online store, sales funnels, and paid social on four platforms.

Sensience

2025

Executive Assistant, C-Suite and VP Support

- Secondary support to the CEO, COO, CFO, and CHRO, in tandem with a fellow Executive Assistant.

- Primary partner to the VP of Marketing & Product Management while supporting three other VPs; managed calendars, domestic and international travel, expenses, and purchase orders for all four.
- Led logistics and executive prep for the AHR Expo, the industry's major trade show.
- Ran onboarding for new VP-level hires and served as the operational point person across HR, Engineering, Supply Chain, Marketing, and Sales.
- Partnered with Marketing on internal communications and leadership presentations.
- Tracked budgets, reconciled spend in Brex, and managed vendor contracts for compliance and cost control.

State of Ohio, Department of Job & Family Services

2021 – 2023

Senior Executive Assistant & Program Administrator III, Office of Information Services

- Supported the CIO and his three-member executive leadership team: complex calendars, Teams and in-person meetings, communications, travel, conference registration, and expenses.
- Supervised two Senior Administrative Assistants.
- Coordinated full-lifecycle IT projects with Project Managers and Business Relationship Managers.
- Administered the M365 Champions and Apprenticeship programs.
- Planned the annual division-wide event for 260+ employees, standing up and leading its planning committees.

Virtual Executive Assistant

2016 – 2021

Executive Assistant to small-business CEOs · Independent, remote

- Primary support to the CEO in each engagement: calendars, domestic and international travel (air, hotel, car service), projects, and communications across distributed teams.
- Created social media, content, and digital marketing campaigns for clients.

Spelman College

2014 – 2016

Administrative Assistant, Controller's Office

- Supported the Treasurer and the Controller with POs, requisitions, expense reports, and Accounts Payable issues.
- Built a tracking system for KPMG audit deliverables, giving every stakeholder visibility into item status.
- Supervised three work-study assistants.

EARLIER EXPERIENCE

- **Wich, Wich & Wich PA:** Executive Assistant to the CEO and COO.
- **Comcast, Philadelphia:** Executive Assistant on temporary assignment, supporting VP-level leaders.
- **Home Line Industries, Infinity Staffing Solutions:** Executive Assistant roles in manufacturing, logistics, and staffing.

EDUCATION AND CERTIFICATIONS

- Bachelor's, Business Administration – Marketing, Western Governors University (in progress)
- Web Development Bootcamp, The Ohio State University, 2022
- Microsoft Office Certified: Word, Excel, PowerPoint, Outlook