

# MAURI SMITH

## Director of Digital & Analytics



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### PROFILE

Experienced and adaptable administrator with proven track record of working in higher education, information technology, and project management, nationally and internationally. I am highly skilled in providing strategic support, leadership, budget management, event planning, customer service, database management, marketing and communications, and public speaking. I am a strong administrator who earned a Master of Public Administration (MPA) with specialization in Management Information Systems, which built upon my Bachelor of Science in Management Information Systems.

### Results Include

- Graduate of cohort 2019-2020 High-Potential Leadership Academy at Sam Houston State University.
- Successful implementation of Radius CRM to communicate to prospective students and applicants at SHSU.
- Conceptualization to implementation of the online *Mileage-Claim-System* for Belize's national electricity company, Belize Electricity Limited.
- Manage the production cycle of all Admissions recruiting materials totaling over 250,000 pieces yearly.
- Accountability for the oversight, planning, and execution of highly advance, complex, and technical tasks.

### EXPERIENCE

Apr. 2023 – Present      Sam Houston State University      Huntsville, TX

#### **Director Digital and Analytics**

- Advise and counsel senior-level colleagues on user-focused digital marketing and communications strategy and execution.
- Develop and execute a strategic plan for campus digital communications, including SEO and SEM.
- Identify key performance indicators and track them across the customer journey for each channel; report results to senior leadership and make improvements to meet goals.
- Lead the website redesign project, overseeing all aspects from planning to execution to enhance user experience and align with university branding.
- Set the digital vision and work with the team to recommend and implement

enhancements that increase revenue and improve the overall digital user experience.

- Conceptualize and implement strong search campaigns to support marketing and communications plans.
- Foster an entrepreneurial, positive, and professional environment; drive innovation through discovery and collaboration.
- Coach and mentor direct reports, helping them develop relevant skill sets and create plans for professional growth.
- Manage third-party web and social media-related vendors, including contracting, managing performance standards and timelines, and cultivating relationships.
- Create and enforce web and social media policies and procedures to ensure best practices in university branding, web and social media content and style, accessibility, and web governance.

Jan. 2019 – April 2023      Sam Houston State University      Huntsville, TX

***Associate Director of Enrollment Communication***

- Responsible for the implementation and management of the university's prospective student Customer Relationship Management (CRM) software, including user training, troubleshooting, and correcting issues while working directly with internal and external technology specialists.
- Oversees, develops, implements, and maintains CRM communication plans (direct mail, email marketing, and digital) for all prospective student populations and works with other department directors to create and disseminate communication plans.
- Plan and develop integrated inbound and outbound marketing and communication campaigns using print, email, SEM/ SEO, retargeting, landing pages, blogs, digital media content across channels Social (ZeeMee, TikTok, Facebook, Instagram, LinkedIn, Twitter, and YouTube), Web (SHSU website and link acquisition), Search (organic and paid), SEO, Display, Digital Radio, Video, and Email that maintain and reflect the SHSU brand standard.
- Serves as the departmental liaison for all technology related inquiries, requests, services, and implementations within the Enrollment Success Division and all other implementations across campus requiring Enrollment Communications support.
- Creation of campus-wide coordination of Fall and Spring Nurture Campaigns and Continuing Student Outreach campaigns using social media, email, text, retargeting, live chat, and call campaigns.
- Oversees several departmental website pages and works directly with IT to ensure accuracy and compliance.
- Creates and reviews budgetary requests and monitors expenditures.
- Designs and prepares reports and publications for distribution within the department, across campus, and externally.
- Conducts research for preparation and dissemination of information on projects, strategic plans, and programming from a variety of sources relating to the effectiveness and efficiencies of processes for recommendation to leadership.
- Directs assignments of staff, determines work priorities, and evaluates

subordinate progress and deadlines.

Jul. 2014 – Dec. 2018      Sam Houston State University      Huntsville, TX

**Enrollment Management Marketing Coordinator**

- Coordinated marketing and communications projects in support of the Division of Enrollment Management.
- Managed and oversaw all communication for prospective students and applicants through the management of prospective student database.
- Negotiated and managed contracts and communications with third party vendors in relations to marketing and enrollment services.
- Managed the development, creation, and printing of all undergraduate recruiting materials.
- Managed and maintained the Undergraduate Admission website and social media accounts.
- Supervised and trained student workers to assist in enrollment communications.
- Researched, analyzed, compiled, and distributed reports based on improving enrollment, marketing, and recruitment services.
- Worked with other departments across campus to communicate and market to prospective students and applicants.

Jan. 2013 – May 2014      Kentucky State University Frankfort, KY

**Special Assistant to the Dean of Professional Studies**

- Provided complex administrative support to the Dean and Faculty of the department.
- Compiled and summarized annual budgets for the 4 schools under the Office of Professional Studies.
- Made budget recommendations for Dean's office.
- Compiled and analyzed data being submitted for departmental board and annual reports.
- Maintained Dean's schedule and assist Faculty, students, and visitors.
- Drafted Memos, letters, and official correspondences for Dean.

Sep. 2012 – Jan 2013      Kentucky State University Frankfort, KY

**Peer Tutor**

- Tutored Undergraduate Students in Math and Computer Science.
- Managed front desk to keep log of students that got tutoring and called.

Nov. 2009 – Jun. 2012      Belize Electricity Limited      Belize City, BZ

**Computer Programmer**

- Software support, primary support to users of our ERP and in- house applications.
- Developed and tested in-house systems for accounting tasks.
- Maintain and provide support for telecommunications system including developing IVR Script.
- Lead project manager for the Mileage Claim System.
- Managed helpdesk and ticket routing.
- Implemented and managed Security cameras system.

Jun 2007 – Jun 2008      University of Tampa      Tampa, FL

***Financial Aid Student Assistant***

- Assisted students and parents with general financial aid questions.
- Office assistant duties.
- Departmental technology assistance.

Aug. 2004 – Jun 2006      St. John's College JC      Belize City, BZ

***Computer Lab Ass. /Help Desk***

- Maintained cleanliness of the computer lab environment.
- Assisted students and visitors with computer related queries.
- Addressed computer and printer issues.

## **EDUCATION**

May 2014      Kentucky State University      Frankfort, KY

***Master of Public Administration***

- Specialization – Management Information Systems
- Maintained a 4.0 GPA

Aug 2008      University of Tampa      Tampa, FL

***Bachelor of Science in Management Information Systems***

- Maintained a 4.0 GPA in major
- Member and secretary of Student Judicial Board

Jun. 2006      St. John's College JC      Belize City, BZ

***Associate of Arts in Computer Information Systems***

- Maintained a 3.7 GPA cumulative
- Dean's List Student

## **PROJECT EXPERIENCE**

- Project lead in university website redesign.
- Project Manager for the implementation of Radius Customer Relationship Management (CRM) system.
- Member of SHSU Impact Group subcommittee for mobile app.
- Member of RFP Committee for Enrollment Services, including writing of RFP and selection.
- Member of implementation team for AMP software used by SHSU COM Admissions.
- Conceptualization and development of the recruiting pieces for Academic Year's 2015 to 2019.
- Chaired the search committee for Dean's office assistant.
- Member of search committee for Director of International Affairs and Global Education.
- Built call center automation and routing system for BEL 1-800 number.

## TECHNICAL QUALIFICATIONS AND EXPERTISE

- **Languages:** C/C++, Java, Visual Basic, HTML, ASP, Java Script, PHP, SQL, Velocity
- **Productivity and Content Creation:** Photoshop, Word, Excel, Access, Dreamweaver, InDesign, Asana, Jotform, Doodly
- **Communication and Publishing:** dotCMS, EMMA, Issuu, Localist, Qualitrics, Blackboard Connect/Finalsite, Meltwater, Guidebook
- **Analytics and Social Listening:** Google analytics, Siteimprove, Meta Business Suite, SproutSocial, bitly,
- **Skills:** SPSS, Banner System, Chrome River, Bearkat Buy, Helpdesk, Radius CRM, Campus Connect, Gecko Engage and chat (live chat and chatbot)

## ACTIVITIES & HOBBIES

- Painting & Playing Pokémon GO with my family.
- Member of Alpha Kappa Mu- Kappa Nu Honor Society.
- Community Service
  - Dorothy Menzies Childcare Center in Belize City.
  - Completed 'Into the Streets' with P.E.A.C.E at University of Tampa in 2006.
- Member of Crew (Rowing) team at University of Tampa for 2 years.
- Member and Secretary of Student Conduct Board at University of Tampa for academic year 2005 – 06.