

DAWN S. SMITH
CURRICULUM VITAE

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Dawn S. Smith's writing has garnered critical acclaim for its ability to integrate issues of business, politics and popular culture into unique hybrid narrative forms. As a former video-journalist, she also uses her expertise to orchestrate marketing campaigns for the corporate sector.

BOOKS

"The Dawning." Writers Club Press, 2000. A collection of poetry, testimonials, and commentaries with subjects ranging from spousal abuse and racism to faith-based matters.

"Cries of a Young Girl." Nia Pages Publishing, 1996. A compilation of poetry outlining the stages of attraction (Invitations, Rejections, and Realizations).

THEATER

Playwright, "Social Commentary No. 5 the conclusion of the illusion of the hat wearing bible thumping kind." (Monologue from "Sunshine for a Midnight Weary.") This Women's Work Theatre Company Next Big THING Festival. January 2006.

Playwright, "Sunshine for a Midnight Weary." Embodi Entertainment, December 2003, April – June 2005. Nominated for an NAACP Theatre Award (Choreography) and praised by the LA Times and LA Weekly.

Playwright, "Sunshine for a Midnight Weary." The New Jomandi Theatre, April 2003. Choreoplay presented as a staged reading.

Director, "Happy Family." Synchronicity Theatre's *Embrace the Chaos: 24-Hour Plays*, July 2002. An annual theatre festival that competing teams have 24 hours to write, cast, direct, and present a series of short plays.

FILM

Screenwriter, "24 Myles in a Day." Atlanta Urban Mediamakers, June 2003. Part of the famed *48-Hour Film Festival* in which teams have 48 hours to write, cast, direct, and edit a film.

Continuity Director, "The Voyeur." Yarnsmith Productions, July 2002. 35mm short film, which was the directorial debut of an acclaimed Assistant Director.

Unit Production Manager, "Babylonian Dreads." Screenplayers Productions, August 1999.

COMPLETED WORKS

"Light" (Full-length screenplay)
"The Southern Diner: Money Tree" (Spec Script)
"Poor Man's Blues" (Full-length screenplay)

"King of the Hill: My Monthly Friend" (Spec Sitcom Script)
"Sister, Sister" (Spec Sitcom Script)
"Like Grown Folks Do" (Full-length screenplay)

WORK HISTORY

Freelance Writer/Media Strategist, maisol media, October 2005 – Present. Develop editorial, marketing and technical content for clients in the journalism, business and nonprofit arenas. Create articles, press releases, advertising, brochures, direct mail, newsletters (online and print), commercials, and proposals. Create marketing and business plans for burgeoning clients as well as those in transition.

Senior Marketing Specialist, WIKA Instrument Corporation, October 2003 – October 2005. Energized the domestic marketing efforts of an international corporation. Launched an incentives campaign to increase new product sales. Transformed the corporation's static website to an interactive one. Orchestrated public relations initiatives and obtained editorial placements and awards. Created and executed concepts for print and interactive media including advertising, brochures, direct mail, presentations, and newsletters.

Marketing Consultant, Engineering Design Technologies, December 2002 – July 2003. Developed compelling proposals, complete with in-depth technical documentation, for new business development. Initiated new business practices including productivity meetings and standards for internal proposal requests and development. Contributed to the blueprint and content of the company's first marketing plan.

Marketing Consultant, Martindale Hubbell-eAttorney, December 2001 – July 2002. Executed creative concepts for campaigns at a recruiting relationship management company. Revamped the brand of a flagship product to increase sales in an existing market. Led a team to name, trademark, and brand a new internet-based offering. Created high-end media including advertising, brochures, and direct mail.

Marketing Communications Manager, SecureWorks, September 2000 – July 2001. Charged with developing high-impact advertisements and promotional materials for an Internet Security firm. Negotiated ad rates and placement, then tracked, analyzed, and interpreted results of advertising expenditures. Utilized copywriting expertise for product literature, technical documentation, and press materials. Coordinated product promotional tours, tradeshow, and company parties.

Freelance Communications Professional, Randstad Creative Staff, June 1998 – September 2000. Contributed to several clients' overall marketing and business development objectives through the execution, monitoring, and benchmarking of campaign results. Duties included researching target audiences, developing marketing materials, proposals, and radio ads from concept to completion.

Video-Journalist, CNN: Headline News, June 1996 – August 1997. Rotated floor direction, script supervision, tape playback, camera operation, and teleprompting duties on 16 half-hour broadcasts in a fast paced studio environment. Also trained on master control, writing, editing, and reporting.

ACADEMIC WORK HISTORY

Advertising Account Executive, The Red & Black, August 1997 – June 1998.
Editor-In-Chief, Kross Kultures Magazine, University of Georgia, August 1995 – June 1996.

CLIENTS

Novare Group, WIFINOW, SparkSpeed, VERCOR, EcoMeme, I-CARE Office Supplies, Atlanta PR Photography, The Artist Collective, Kiss The Limit Productions, Life Dreams Entertainment, Rug Rats, Brittingham Construction, Dating Directions, Make Me Over, Family Digest Media Group, Wireless Garden/Super Antenna, etc.

APPEARANCES

WallStreetJournal.com, BusinessWeek.com, GlobalSpec.com, *NALP Journal*, *Chemical Engineering*, *Chemical Equipment Magazine*, *IAN Magazine*, *Family Digest*, *The Real Estate Professional*, *RealTown* and *American Chronicle*.

SELECTED LECTURES, PANELS, READINGS & CONFERENCES

2006 "Writing All Over Atlanta," Women in Film/Atlanta
2006 "Screenwriter's Toolkit," Independent Black Film Festival
2004 "Women in Entertainment," Atlanta Entertainment Association
2002 "For Your Creative Eye Only," Atlanta Urban Mediamakers
1998 "Greatness Within Reach," Georgia Southern University
1997 "Black Women's Focus Conference," University of Georgia

EDUCATION

Bachelor of Arts in Journalism, University of Georgia, June 1998. Concentration in radio, television and film. Additional course work in Marketing Communications and Literature.

PROFESSIONAL ORGANIZATIONS

2002 - Present General Member, Independent Media Artist of Georgia (IMAGE)
2008 - Present Organization of Black Screenwriters
2003 - Present General Member, Women in Film/Atlanta
2004 - 2005 Board Member, Women in Film/Atlanta
2002 - 2003 General Member, Association of Independent Video & Filmmakers (AIVF)
2002 - 2003 General Member, Georgia Lawyers for the Arts

AWARDS & DISTINCTIONS

2006 Monologue from "Sunshine for a Midnight Weary" Featured in Next Big THING Theatre Festival by This Women's Work Theatre Company.
2005 "Sunshine for a Midnight Weary," Nominated for an NAACP Theatre Award.
2004 "Poor Man's Blues," Semifinalist in the Atlanta Film Festival's Perfect Pitch Competition
2002 "Like Grown Folks Do," Semifinalist in the Atlanta Independent Film Festival Screenplay Competition

VOLUNTEER WORK

2006 – Present Writer, Industry Ears (Think Tank)
2004 – 2005 Public Relations Director, Women in Film/Atlanta
2000 – 2002 Staff Writer, Voice of Hope Newsletter
1998 – 1999 Journalism Instructor, Boys & Girls Club
1997 – 1998 Founder Arts Initiative for Girls, Pauldo Homes