

MELISSA L. SMITHEY

237 Old Quarry Road (336) 902-8162
North Wilkesboro, NC 28659 msmithey@gowilkes.com

With more than 10 years of experience in Business Administration and over 5 years of experience as an Executive Director, I am a highly experienced and diverse professional. My experience in management, finance, board and team facilitation, customer service, administration, and creation of corporate projects has been highly beneficial to each company with which I have worked. I have proven expertise in the areas of:

- *Project Coordination*
- *Virtual, Direct, and Indirect Marketing*
- *Event Planning and Production*
- *Accounts Payable / Receivable*
- *Interviewing & hiring of new employees*
- *Excellent Customer Service skills*
- *Board and Team Facilitation*
- *Finance Management / Budget Planning*

Proficient in all Lotus and Microsoft Office Programs, including Word, Excel, Publisher, and PowerPoint, as well as Lotus 1-2-3 and Word Pro. Extensive knowledge of QuickBooks, Peachtree and other accounting programs.

PROFESSIONAL EXPERIENCE

- Worked directly with customers and clients to ensure that all needs are being fulfilled, and corrected any immediate problems. Have used this knowledge to further train staff, board members, and volunteers to prevent future problems.
- Recruited, interviewed, hired, trained, developed, scheduled, motivated, and disciplined new and existing employees and volunteers for a wide variety of positions and goals.
- Assisted management, staff, developers, board members, volunteers, and designers to create and implement new strategies, grant programs, by-laws, and marketing campaigns.
- Managed a multitude of projects in a wide variety of venues, with total accountability for personnel requirements, budget restraints, deadlines, and overall objectives.

EDUCATION AND TRAINING

Bachelor of Science, Political Science

Concentration in Town, City, and County Management

Minor: Community and Regional Planning

Member of Phi Eta Sigma Honor Society

Appalachian State University, Boone, North Carolina

May, 2009

Associate in Arts

Phi Theta Kappa Honor Graduate

Wilkes Community College, Wilkesboro, North Carolina

May, 2006

High School Diploma

Graduate

North Wilkes High School, Hays, North Carolina

May, 1993

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PROFESSIONAL HISTORY

Finance / Marketing Manager

GoNC Network, North Wilkesboro, North Carolina

April 2002-now

Responsibilities include the invoicing of new clients, managing the billing of recurring clients, and payroll, with a primary goal of supporting North Carolina county's online presence. Create and work within a monthly budget for marketing campaigns. Complete all tasks for bookkeeping in QuickBooks, including Accounts Payable, Accounts Receivable, and annual tax report. Plan all aspects of fundraising events, such as the annual Wilkes Amazing Race, to support local non profit organizations.

Executive Director

Historic Downtown North Wilkesboro, North Wilkesboro, North Carolina

Jan 2004-Oct 2009

Day to day management of a non-profit organization with the goals of developing, promoting, managing and enhancing the quality of life and commerce in Historic Downtown North Wilkesboro, and thereby the county and surrounding area. Worked with downtown merchants to train them in marketing strategies to promote their business. Planned all aspects of events such as the "Light Up Downtown Christmas Celebration," while adding new fundraising events such as the "Shine to Wine Festival" and the "Battle of the Bands." Developed and maintained a budget for entire organization. Responsible for all fundraising and grant writing. Increased revenues from \$3,000 in 2004 to \$70,000 in 2009. Facilitated meetings and educational seminars. Attended Town Commissioner meetings and gave regular updates. Regularly served on several Chamber of Commerce committees, including serving as the Secretary of Small Business Assistance, a member of the Small Business Incentives committee, and the Tourism committee. Regularly worked with a Board of Directors, as well as assisted in recruiting new board members and volunteers. Served as an Advisory Board Member for the Wilkes Heritage Museum, a Board Member for the Save Our History Committee and a Steering Committee Member for the Town of North Wilkesboro Pedestrian Plan, and continued serving on these after leaving the position.

Supervisor of Accounts Payable / Receivable Department

Structural Connections, Sarasota, Florida

Oct 2000- April 2002

Supervisor of the Accounts Payable/Receivable department for a lumber and hardware distributor. Accepted orders for wholesale products to be shipped from the primary manufacturer to various stores throughout Florida. Received all payments, and was depended upon to enter them into the system and insuring that they were deposited correctly. Personally responsible for receiving and paying all bills for the company. Handled customer service and relations, returns, as well as sales.

Project Coordinator

Audiophiles Inc, North Wilkesboro, North Carolina

Nov 1998- Sept 2000

Primary responsibility was to create effective strategies for company growth. Helped to ensure that the company revenues were used effectively, and assisted in discovering and implementing new marketing campaigns, including graphic and layout designs for advertising campaigns and e-commerce website. Helped to recruit, hire, develop, and train new and existing employees. Assisted with direct sales and customer service, and worked directly with vendors and advertising brokers. Completed all tasks for bookkeeping in QuickBooks, including Accounts Payable, Accounts Receivable, Payroll, and NC Sales & Use Tax Report.

Deputy Clerk

Clerk of Superior Court, Wilkesboro, North Carolina

June 1998- Nov 1998

Worked extensively with the public, and worked directly with attorney's offices. Filed all civil claims for cases such as divorces, custody, money owed, and restraining orders for a court hearing. Also entered judgments into the computer system, microfilmed the files, and closed cases. Took payments and did payoffs for judgments. Pulled copies of any civil claim filed in Wilkes County for customer and attorney reference.