

Alexis J. Smith

Certified Parent Empowerment Trainer ~ Micro/Small & Nonprofit Business Specialist ~
Licensed Marketing Coach ~ Trusted in All Things Professional

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Summary of Specialties

- **Program and Professional Development**
 - Parent Empowerment – Workshops and resources related to the development of 13 core character components known as "MegaSkills"
 - Community Mobilization – Support of Educators (and those who work with student and parent groups) via a unique array of business, program, and event management expertise honed specifically to suit needs within academic environments and budding community partnerships
 - **Micro/Small Business and Non-Profit Consulting**
 - Event Planning and Logistics
 - Partnership/Relationship Development (Public Relations)
 - Professional Development Series Management and Facilitation
 - Strategic Marketing Management and Coaching
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Certifications and Education

• Certified Trainer - Managing Workplace Conflict	Mediation Training Institute	2014
• Certified Parent Leader and Workshop Facilitator	National Home and School Institute	2011
• GetClientsNow! Marketing Coaching and Facilitation	GetClientsNow!	2008
• Workplace Conflict Resolution	SkillPath Seminars	2001
• University of Maryland Baltimore County	Baltimore, MD	1997
• Temple University	Philadelphia, PA	1996
• Oxon Hill High School	Oxon Hill, MD	1996

Related Experience

- **Owner and Chief Strategy Officer**
Entitled To Educate, LLC (November 2011 - Present)
Responsible for the strategic vision and development of high-quality Parent Empowerment, Entrepreneurial Development, and Community Mobilization products/services and programs geared to the full empowerment of our contributing community members.
 - **Special Assistant to the Executive Director**
National Council on Educating Black Children (March 2009 - Present)
Organize and facilitate multiple program and community outreach campaigns annually including annual national convention, weekly radio show, and special projects, as necessary. Manage all areas of marketing and public relations. Serve as second-voice for Executive Director when necessary.
 - **Principal**
Alexis Smith & Next Generation Professional Services (November 2006 - Present)
Independent and successful "solo-preneuer" business management, marketing, and sustained growth resulting in more than 20 (new and repeat) clients, hundreds of successful projects, and increasing profits. See "Micro/Small Business and Non-Profit Consulting" above for typical services.
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Pertinent References (via LinkedIn)

"Alexis J. Smith is very detailed oriented and a stickler for excellence in all professional endeavors. I've worked with Alexis since 2008 and have grown to trust her strategic planning and sincere passion for community empowerment. The launch of Entitled to Educate, LLC under Alexis' leadership is an awesome opportunity for community organizations, parents, and entrepreneurs. Alexis is pouring the best combination of her professional expertise and "good-will" into E2E programs and resources. I have already secured the services Entitled to Educate, LLC to support various community and parent empowerment initiatives, and we are blazing a trail. For those who seek the manifestation of their community and professional vision, I highly recommend calling on Alexis J. Smith and Entitled to Educate, LLC to (as they say) "build you a bridge" of empowerment."

— **Catherine Woods**, *Founder/CEO, Women's Interdependence Network, WinOne*, was with another company when working with Alexis J. Smith at **Entitled to Educate, LLC**

"Alexis does an incredible job of managing oftentimes challenging technical issues with a high level of skill. She is professional, thoughtful in her suggestions, and is able to multi-task while looking at the big picture, including the smallest details in a project. She is intelligent, a quick study, and has superb interpersonal skills. She is also able to research areas that are outside of her comfort zone to fit the needs of the team or subject."

— **Dr. Nicole McZeal Walters**, *Associate Dean of Graduate Studies, University of St. Thomas-Houston*, worked directly with Alexis J. Smith at **National Council on Educating Black Children**

"Getting the word out is always a challenge, except when working with Alexis J. Smith. Her excellent communication skills, positive outlook and pleasing personality make her a pleasure colleague. Alexis' willingness to accept the media challenges our organization encountered and listen to input has enabled her to contribute thoughtful, well-reasoned approaches to helping further the NCEBC brand. Her social media expertise and communications background allowed for NCEBC to become an even stronger national voice in the educational realm."

— **Whittney Murphy**, *Executive Assistant, National Council on Educating Black Children*, worked directly with Alexis J. Smith at **National Council on Educating Black Children**

"Alexis Smith has provided high quality professional services for the National Council on Educating Black Children. She is a self-starter who is who is enthusiastic and motivated in developing concepts. She has done an excellent job with promoting the organization and publicizing our mission and programs. She is very knowledgeable in the area of social media and uses it creatively. I highly recommend Mrs. Smith, I find her a pleasure to work with."

— **Lola K. Crawford**, *National Board Member National Council on Educating Black Children*, worked directly with Alexis J. Smith at **National Council on Educating Black Children**

"Alexis is an efficient and effective leader who is a take-charge person who is able to present creative ideas and communicate the benefits. She has successfully developed several marketing plans for our company and assumed a leadership role in meetings, inspiring and motivating other employees. She would be an excellent asset to any organization that has a vision for success."

— **Catherine Woodard**, *Adjunct Instructor, University of Indianapolis*, worked directly with Alexis J. Smith at **National Council on Educating Black Children**

"Hiring Alexis was one of the best decisions I ever made for my company. She listened to my needs and my goals and went about the task of executing each and every one of them, in a timely manner. She was just what the doctor ordered!"

— **Selina Scipio**, *Scipio Catering (Baltimore, MD)*
Client at **Alexis Smith & Next Generation Professional Services**

"Alexis J. Smith is a capable business provider that I recommend highly. After working with her on one of my events, her input was direct, clear, concise, constructive and extremely valuable to my marketing efforts. Additionally, her willingness to give of her time to provide feedback was honorable when I consider the deadlines we were under. Again, I recommend her highly and believe that her skill sets are in line with what most professionals need to take their business endeavors to the next level."

— **John Girton, Jr.**, *John Girton Speaks* (Indianapolis, IN)
Client at **Alexis Smith & Next Generation Professional Services**

"I hired Alexis Smith in 2008 to help me to plan and open The Hot Mama Fitness Studio. I could not have done it without her. She was very easy to work with, always on time with deadlines and very knowledgeable. The great thing is that she can work with you regardless of your physical location. I would recommend her services to anyone that needs administrative, public relations or business planning help. I would definitely hire her again in the future."

— **Vionna Jones**, *The Hot Mama Fitness Studio* (Silver Spring, MD)
Client at **Alexis Smith & Next Generation Professional Services**

"Alexis is an excellent asset to any company. The velocity and effectiveness with which she operates and her ability to handle team projects is outstanding. Alexis is first on my list to call when a project is needed to increase production!"

— **Leroy McLean**, *Consulting Real Estate, LLC* (Towson, MD)
Client at **Alexis Smith & Next Generation Professional Services**

"Alexis is much more than just a professional in the marketing field. She takes the term "professional" to a whole new level. We worked together on a recent web development and deployment project and her expertise was a huge benefit to this process from beginning to end. Alexis cares about the people she works with and dedicates her time unselfishly to help others in making the right decisions for their organization. I recommend Alexis for any and all marketing projects. Dan Appleget G3 Group"

— **Dan Appleget**, *Director of Marketing, G3 Group*, (Baltimore, MD)
Associate Client at **Alexis Smith & Next Generation Professional Services**

"During our shared time at the NAACP Alexis J. Smith was Executive Assistant to The Chief Advocacy Officer and Office Manager for the Research, Advocacy, and Training Division. She was, without exception, always professional, knowledgeable, and dependable. I strongly recommend her as a management consultant because she possesses all of the necessary core competencies to usher your business into its next progressive phase."

— **Hannibal Kemerer**, *Assistant General Counsel, NAACP*, (Baltimore, MD)
managed Alexis J. Smith at **National Association for the Advancement of Colored People (NAACP)**

"Alexis is reliable, dedicated, motivated, well organized professional who worked diligently to manage a dynamic department of advocates as well as the expectations of the many constituents of the oldest civil rights organization in the United States. I can't think of a single individual who was better prepared to contribute in their role in assisting the larger group in achieving the goals of the organization. She is smart and a pleasure to work with."

— **Georgia Noone**, *Chief Administrative Officer, NAACP*, (Baltimore, MD)
managed Alexis J. Smith at **National Association for the Advancement of Colored People (NAACP)**

"I worked with Alexis during my tenure at the NAACP national headquarters. She is a very capable professional, and I could always count on her to get the job done and help me to move projects forward. She always brought fresh ideas to the table, and she met every challenge with a smile and a positive attitude. She is definitely an asset to anyone's team."

— **Natasha Lewis**, *Development Department, NAACP National Office*, (Baltimore, MD)
worked with Alexis J. Smith at **National Association for the Advancement of Colored People (NAACP)**