

# *Lisa Perkins Smith*

Administrative Associate  
ACET, Inc.  
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## ***SPECIALTIES***

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Project management, sales and marketing strategy, vendor coordination, direct mail formatting, strong design sense, photo enhancement, strategic planning and implementation.

## ***TECHNICAL SKILLS***

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Adobe Creative Suite, Quickbooks Online, Google Products, Microsoft Office, Email Campaign Software, Social Media Platforms, Content Management Systems, and HTML/CSS/FTP.

## ***PROFESSIONAL EXPERIENCE***

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### **ACET, Inc.**

#### **Administrative Associate**

**2019-present**

- Plan, manage and execute virtual and in-person events for 100+ participants.
- Create and maintain website and forum for 350+ care coordinators.
- Design report enhancements to supplement key data and information.
- Develop and implement project branding and guidelines.
- Ensure outgoing documents meet strict branding guidelines.
- Manage systematic Quickbooks entry and reconciliation.
- Collect, prepare and distribute payroll and invoicing.
- Provide quality control for data collection and distribution.
- Assist in execution of business outreach and social media efforts.
- Provide technical assistance to ACET staff and clients.

### **Pinwheel Play LLC**

#### **Founder and Operations Manager**

**2016-2018**

- Started unique business from idea to inception (opening on time and below budget), grew business annually and sold in November 2018.
- Created reputable company with extremely loyal customer base and 5-star Facebook rating.
- Efficiently performed business operations including accounting, financial planning, marketing, technology, employee hiring and supervision, payroll, scheduling, and sales.
- Developed and maintained website, brand, email campaign and social media strategy.
- Planned and implemented children's activities and events for over 5,000 customers.
- Impeccably maintained building and equipment, communicated effectively with contractors and established valuable relationships with vendors and customers.

**The Image Author****Founder and Principal Designer****2005-2016**

- Produced high quality design solutions focused on specific client needs; logos, brochures, newsletters, advertisements, environmental displays, product design, website design, and content management.
- Communicated effectively with vendors to ensure projects remained within budget and were error-free.
- Systematically managed long-term projects and consistently met client deadlines.
- Made pivotal decisions related to all aspects of the business, including operations and growth.

**Tegrete Corporation (Long-Term Contract)****Marketing Specialist, Special Projects****2012-2016**

- Key member in re-branding team including year-long implementation of new brand.
- Lead developer, designer, and content writer for proposal materials.
- Fully managed website re-design process including supervising contractors.
- Key partner in Microsoft Access Database implementation for all staff members.
- Developed company-wide standards for vendor insurance compliance.
- Responsible for setting and maintaining sales cycle procedures and documents.

**PACER Center****Publications Coordinator, Event Planner****2002-2005**

- Planned annual events for hundreds of participants in Washington D.C.
- Integral member of team that established technology standards for 105 centers nationwide.
- Managed Federal Register, request for proposals, and annual reporting for national projects.
- Developed online procedure for collecting federally required data from parent centers.
- Researched, designed, and implemented online newsletter distributed via email monthly.

***EDUCATION***

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**Hennepin Technical College:** Graphic Design Degree 4.0 GPA**University of Minnesota-Morris:** BA with Honors 3.7 GPA (English and Elementary Education with Communications Specialty)