

# WILLIAM WAYNE SMITH

MARKETING · JOURNALISM · MANAGEMENT

Accomplished communications and marketing professional, with 20-plus years marketing, journalism and management experience crafting and directing dynamic campaigns that revolutionize corporate growth. Proven history of effectively managing internal and external communications, with excellent record of creating content that excites and engages audiences. Background in journalism/editorial management; exceptionally strong writing and editing skills along with page design background. Adept at partnering emerging technologies with sound content management to recruit new customers and deepen relationships with existing clients.

## PROFESSIONAL EXPERIENCE

### **Freelance Writer**

*DoubleWWordsmith.com*

1986 - Present

### **NASA's Marshall Space Flight Center - Huntsville, AL**

*Media Fusion, contractor*

Sept. 2021 - May 2025

#### **COMMUNICATIONS STRATEGIST | MARSHALL STAR EDITOR | TEAM LEAD - WRITERS**

Create content to reach broad audience for NASA and Marshall Space Flight Center. Develop web features, press releases, media advisories and other content for various digital outlets, working with multiple layers for edits and approval. Editor of the Marshall Star, the center's weekly digital newspaper. Team lead of writers' group, editing and assigning stories. Write and edit social media posts for multiple NASA channels, including Rover Challenge on Twitter and Facebook. Cover and write about different events within Marshall and NASA. Content posted to various NASA websites, including NASA.gov and Marshall's site. Work with Marshall leadership, graphics and multimedia team to develop key messages and strategic plans, including communications plan for the center's future strategy, about Marshall's Office of Communications. Follow agency strategic communication plans, messaging and goals to engage more effectively with public and stakeholders with products and programs. Assist with internal communications for Marshall team members.

### **Palatka Daily News - Palatka, FL**

*Largest daily newspaper with Community Newspapers Inc.*

March 2019 - Sept. 2021

#### **EDITOR**

Managed 10-member newsroom, including staff and correspondents. Planned news coverage working with reporters, news editor, lifestyles editor, graphics and sports editor. Covered City Hall and interacted with other government employees and elected officials, including state and U.S. representatives. Produced three to four editorials per week, along with weekly column. Provided one or more bylines daily of local content. Designed editorial page daily and front page/section as needed. Involved with community, particularly in downtown revitalization effort and with Kiwanis of the Azalea City. Managed web content, social media posts and multiple special publications/magazines. Controlled newsroom budget and worked with publisher and other departments to achieve company objectives. Provided written communications for intended audience. Attended press conferences. Organized livestream events such as candidate debates on television. Responded to requests for information from public. Worked with public affairs specialists, public information officers, elected officials and government leaders in a formal/professional manner.

### **The Times Daily - Florence, AL**

*Leading communications provider for North Alabama*

2013 - 2014

#### **BUSINESS/GOVERNMENT REPORTER**

Produced engaging copy, photos and videos for print, digital and social media. Business writer covering tri-county area with general and enterprise articles. Generated online articles, social media posts and multi-media content. Other areas of expertise included government meetings, health and education.

### **Tiffin Motorhomes Inc. - Red Bay, AL**

*Leading manufacturer/distributor of luxury motorhomes; 1,000+ employees*

2011 - 2012

#### **MARTKETING MANAGER**

Drove strategic development; devised and ran large-scale marketing campaigns. Directed public relations, serving as the primary media contact for all Tiffin operations. Served as decision-making authority for all content, branding, and messaging. Created and directed release of ad campaigns; wrote, edited, and increased circulation of press releases, direct mail, brochures, and newsletters, digitally and in print. Crafted e-mail blasts and supervised creation of all web content, successfully increasing web traffic and spearheading social media marketing.

### **Intergraph Corp. - Huntsville, AL**

*Software company that specializes in providing tech solutions to governments and private business.*

2007 - 2011

#### **MARTKETING COMMUNICATIONS MANAGER**

Directed marketing and corporate communications for Security, Government, and Infrastructure Division and Process, Power, and Marine Division, including direct mail, e-mail blasts, web campaigns, podcasts and collateral materials. Wrote and edited product sheets, case studies, white papers, and catalogues, and brochures. Worked closely with management team to establish and deliver stand-out strategies for key tradeshows and conferences. Formulated strategic web site content, crafting highly effective SEO pages and increasing search engine ranking.

### **The Huntsville Times - Huntsville, AL**

*Newspaper with the third-highest circulation in Alabama (between 57,000 - 75,000)*

1998 - 2007

#### **BUSINESS EDITOR**

Recruited, trained, and managed all staff in business department (4+ direct reports). Ensured quality control; served as decision-maker on all business section content. Established and enforced departmental budget. Served as primary point-of-contact for business leaders, government officials, and members of the public. Promoted to position after working as page designer, night news editor. Assigned, wrote, and edited stories on tight schedule; guaranteed cohesiveness of tone while encouraging thought-provoking, innovative reporting; designed sections.

## CONTACT INFORMATION

 DoubleWWordsmith.com

 256.412.6898

 wwsmit6410@gmail.com

 Gulf Shores, AL

## AREAS OF EXPERTISE

- Corporate Communications
- Web Content Management
- Internal and External Newsletters
- Advertising
- Press Releases
- Social Media
- Editing
- SEO
- Media Relations
- Multimedia
- Special Events

## EDUCATION

### **University of North Alabama**

*Bachelor's Degree*

*Marketing and Journalism (double major)*

## PROFESSIONAL ENDORSEMENTS

### **Ramon Osorio**

*Public Affairs Officer,  
NASA's Marshall Space Flight Center*

*"Wayne is one of the most reliable and competent communications professionals I've had the chance to work with. He's my go-to person for high-profile projects and products."*

### **Michael Leonard**

*Regional Publisher (retired),  
Community Newspapers Inc.*

*"Wayne was a very valuable senior manager and community leader during the years we worked together at the Palatka Daily News. I knew I could trust not just Wayne's news judgment and commitment to fairness and accuracy, but also his integrity and people skills as he led his staff to produce award-winning journalism."*

## ADDITIONAL QUALIFICATIONS

Previous roles include positions as sportswriter, copy editor, sports editor, news editor, and regional editor for New York Times Regional Newspaper Group.