



**Kevin Terry Smith** · 3rd

Marketing Strategist at Equitas Health, Founder at OLLY AWAKE

Columbus, Ohio, United States · 500+ connections ·

[Contact info](#)



**OLLY AWAKE™**



**Capital University**

### Featured



**WE ARE OLLY AWAKE**

YouTube

We are a community of people who believe that clothing is a pathway towards self...



**OLLY AWAKE**



**OLL' OLLY**

Olly com

### Experience



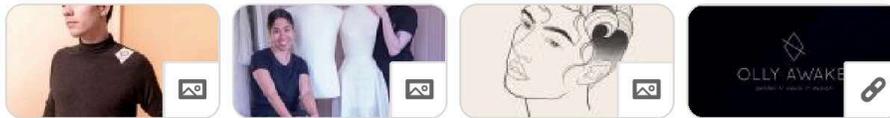
### Founder

OLLY AWAKE™

Jan 2018 – Present · 2 yrs 11 mos  
Columbus, Ohio Area

When I first started work on creating what is now OLLY AWAKE, I wanted to forge a space that was completely free of gender. I had enough of shopping in sales channels where someone else was deciding what my gender meant, and what styles, shapes, textiles, colors, etc. were appropriate for me to wear.

I thought this would take shape in the form of a gender neutral boutique. However, I hit a major roadblock when I realized there really wasn't product available that I considered to be truly 'gender neutral,' and if it was it was totally inaccessible to the average person. ...see mor



### Equitas Health

2 yrs 1 mo



#### Marketing Strategist

Nov 2019 – Jun 2020 · 8 mos

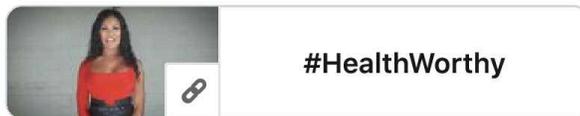
I lead the strategy, creation, and management of Equitas Health's content delivery efforts and paid advertising, including social media, web, email, and advertising strategies that support the organization's growth priorities.



#### Digital Marketing Manager

Jun 2018 – Nov 2019 · 1 yr 6 mos

I manage the digital presence of Equitas Health, including ad buying, social media, email marketing and web.



### Marketing Manager & Program Coordinator

Leadership Columbus

Aug 2014 – May 2018 · 3 yrs 10 mos  
Columbus, Ohio Area

My role focuses on managing the communication and marketing channels of LC, building relationships with our alumni and stakeholders, planning events and coordinating the logistics of our Signature Program.

...see mor





### PR Intern

TourismOhio, Ohio Development Services Agency

Jan 2014 – Aug 2014 · 8 mos

I supported all PR and promotional activities, wrote marketing copy, assisted in social media management, drove consumer interest toward Ohio tourism, created internal communication for agency and utilized Dreamweaver to coordinate website updates. I also assisted with the planning and implementation of the Symposium for the Future of Tourism in Ohio, w ...see mor



### Sales Associate

Crate and Barrel

Oct 2013 – Aug 2014 · 11 mos

Columbus, Ohio Area

[Show 5 more experiences](#)

### Education





## Capital University

Communications, Communication, General  
2010 – 2014

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## Capital University

Bachelor's degree, Public Relations  
2010 – 2014

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## Volunteer experience

### Co-Chair, Auction Committee, Columbus Gala + Auction

Human Rights Campaign  
Jan 2017 – Jan 2019 • 2 yrs 1 mo  
Civil Rights and Social Action

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### Wonderball Planning Committee Member

Columbus Museum of Art  
Aug 2016 – Present • 4 yrs 4 mos  
Arts and Culture

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### Diversity Committee Member, Central Ohio Chapter

Public Relations Society of America (PRSA)  
Jan 2017 – Present • 3 yrs 11 mos  
Science and Technology

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