

Kristie J. Smith

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EDUCATION

Master of Science in Consumer Behavior and Design | Graduated: 2013

Auburn University | Auburn, AL

Focus: Apparel Design | Thesis: "Adaptive Clothing Needs for Hemodialysis Patients"

Diabetes Educator Certification, 2004, 2009, 2014

American Association of Diabetes Educators | Birmingham, AL

Pre-Professional Practice Program in Nutrition and Management, Completed: 1997

The University of Southern Mississippi | Hattiesburg, MS

Bachelor of Science in Nutrition | Graduated: 1995

Jacksonville State University | Jacksonville, AL

Minor: Consumer Science | Focus: Clothing & Product Development

EXPERIENCE

Vice President of Innovation | Element Health Inc.

Birmingham, AL | August 2001 – Present

- Conduct marketing, promotion, business development, and contract negotiation
- Coordinated and implemented a corporate wellness program that resulted in a healthiest workplace award within the first 6 months of conception
- Manage and conduct staff education, training, & webinars
- Provide community education/public speaking on a national level

Graduate Research & Teaching Assistant | Auburn University – Department of Consumer & Design Sciences

Auburn, AL | August 2011 – December 2012

Teaching Assistant: Advanced Design Course for Senior Apparel Design Majors

- Demonstrated creative sewing techniques using hand sewing and home sewing machines
- Assisted the students as they worked on their custom sewing projects and encouraged creative problem solving using techniques learned

Research Assistant: MRI + Consumer Behavior Research

- Assisted in the design and development of innovative stimuli and survey items for a consumer behavior study using MRI technology
- Coordinated and conducted consumer research projects from the stimuli and items created
- Evaluated and assessed research studies to assist in product development

Wellness Coordinator | The University of Alabama – Office of Health Promotion

Tuscaloosa, AL | Month 2009 – Month 2010

- Created and designed programs that enrich, engage, and encourage health for ~5500 employees
- Coordinated wellness programs in entirety (marketing to implementation to evaluation)
- Taught disease prevention classes and served as the Diabetes Specialist for the University

National Educator & Marketing Specialist | Bernina of America
Aurora, IL | January 2006 – January 2009

- Developed and implemented national educational programs and projects to promote the brand and sell products (both consumer and professional programs)
- Generated ideas for marketing products nationally and abroad
- Strategically created projects, wrote articles and developed education materials for national publications to market products and brand
- Trained dealers and staff on products, promotion, and sales tactics
- Gathered information from consumers, dealers, and staff to assist in innovative products development
- Conducted online training programs, instructed on numerous graphic and computer-aided design programs (Experience with beta-testing numerous products including embroidery and pattern-making software)

PUBLICATIONS

- Wilcom Hatch Embroidery Software | 2016-2017
Published tutorials on their educational website and social media.
- Stitch, Craft, Create Gifts Magazine | Fall 2013 Issue
"Weekend at the Lake Quilt" – How to Create a Quilt
- Sew Beautiful Magazine | July 2012 Issue
"Build a Better Bottom Line" – Article on Hem Lines
- Martha Pullen School | 2010
Created projects and wrote instructions for Beginner School
- Through the Needle Magazine | January 2006 – January 2009
Quarterly Issues | "About Style" – Clothing Tutorials
- Designs in Machine Embroidery Magazine | September 2008
"Painted Chic" – Painting and Embroidery Techniques on Jeans
- Sewing-Quilting-Embroidery Professional (SQE) | Spring 2007
"Remember in the Dark" – Quilt Tutorial
- www.Berninausa.com | 2006 – 2009 |
Published 6 tutorials for Bernina on their educational website

NATIONAL TEACHING

- International Quilt Festival | Chicago, IL | 2008
Conducted 8-12 hours of education at the Bernina VIP
Experience with a group of over 100 consumers
- Lancaster Heritage Festival | Lancaster, PA
2006, 2007, 2008
Directed education seminars on a variety of innovative projects for national tradeshow consumers
- Martha Pullen School of Art Fashion | Huntsville, AL | 2007
Led and taught 4 days of sewing workshops with a group of international students
- International Quilt Festival | Houston, TX | 2006, 2007
Conducted education on a variety of innovative projects for international consumers
Provided classroom support and expertise for other national fiber artists

INVOLVEMENT | MEMBERSHIPS

- American Association of Diabetes Educators (AADE-Alabama) | Co-leader | 2015 & 2016
- American Association of Diabetes Educators | Member | 2009-Present
- International Textiles and Apparel Association (ITAA) | Member | 2011-2014
- Assisted Living Advisory Board, State of Alabama | Selected Member | 2004-2006
- Obesity Task Force, Alabama Department of Public Health | Member | 2004-2006
- Camp Seale Harris Diabetic Camp | Jackson Gap, AL | Dietitian and Counselor | 1995-2000
- Gadsden State Community College WETOC Program | Nutrition and Life Skills Educator for Women | 1998-2000

SKILLS

English – Native Language | German – Intermediate Level – Certificate from LSI – Zurich, Switzerland | Spanish – Basic Communication

TECHNICAL

- Experienced with Microsoft Office Software:
Word, Excel, PowerPoint
- Experienced with a Variety of Embroidery Software
- Skilled in Pattern Making
- Basic Knowledge of Adobe Photoshop & Adobe Illustrator
- Skilled using Industrial Sewing Machines
- Skilled using Home Sewing Machines | Bernina Expert

PROFESSIONAL

- Oral Communication & Public Speaking
- Networking | Interpersonal
- Education | Instruction | Teaching | Training
- Customer Service | Counseling
- Creative Problem Solving | Design
- Leadership | Marketing | Sales | Product Development
- Research | Advanced Writing
- Organization and Planning