

## 2025/27 SoACE Board Election

Candidate Statements

[Please vote by Friday, January 24](#)



# Candidate for Director – Communications and Marketing

**Alicia Smyth**

Boeing



### Why are you interested in this Board position?

I have served in this position in the past and understand the requirements and responsibilities. Of the three board positions for which I have previously served, the Communications and Marketing role has been my favorite, by far.

### What qualifications do you have that would make you a strong fit for this Board position?

Over 10 years of experience managing social media, websites/blogs, and marketing campaigns at Embry-Riddle Aeronautical University Career Services, as well as for professional associations such as SoACE, FloridaACE, CCFCC, and Volusia-Flagler SHRM.

### What leadership roles have you held within SoACE and other similar organizations?

- SoACE - Director, Communications & Marketing, 2017-2019
- SoACE - Director, Targeted Knowledge Groups, 2019-2021
- SoACE - Assistant Chair, Admin KG, 2021
- SoACE - Chair, Admin KG, 2022
- SoACE - Director, Finance, 2022-2024
- FloridaACE - Past President, 2017-2018
- FloridaACE- President, 2016-2017
- FloridaACE - Vice President/Conference Chair, 2015-2016
- FloridaACE- Information Management Director, 2011-2015
- CCFCC - Social Media & Marketing Chair, 2008-2017
- Volusia-Flagler SHRM - Vice President, Communications, 2018