

# **Alecia Molezion-Smith**

**Lecturer of Interdisciplinary Applied Programs, College of Communication and Fine Arts at Loyola Marymount University**

Los Angeles, CA, US

Lecturer of Interdisciplinary Applied Programs

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## **Biography**

Known for her integrated communications expertise, Alecia Molezion Smith delivers results to clients in corporate communications, government relations, public affairs and global sports consulting. Her professional experience reaches an array of business markets including fortune 500 companies, boutique agencies, local and international government, non-profit, education and media with client experience including Miller Brewing Company, Phillip Morris USA, HS International (HSI), USA Track and Field, Japan's National Sports Day, The California School of Professional Psychology, KFI-KOST Radio Station, Southern California Bride Magazine, The California Angels, The Urban League of Greater New Orleans and many others.

Mrs. Molezion Smith began her professional career in non-profit as the youngest Urban League Public Affairs Director in the country. At the age of 21, she was liaison to the local media in New Orleans and the Urban League constituency. Her ability to comprehend issues in the New Orleans community, communicate with communicators and deliver services to constituents, propelled her into the appointed role of press aide for the newly elected mayor of New Orleans. In that position, she wrote speeches for the first African American mayor to be elected in the urban South. In addition, she orchestrated press conferences and handled media relations.

Relocating to Los Angeles to work for Miller Brewing Company, Mrs. Molezion Smith headed a newly created regional promotions department in the Southern Pacific region of Miller Brewing Company. There she ran a five state promotions department responsible for media and advertising relations, developing marketing and public relations plans to reach targeted audiences, planning and implementing special events, booking Lite Beer sports celebrities for Miller sponsored sporting events and working with professional sports franchises including the Los Angeles Dodgers, California Angels, Los Angeles Lakers, LA Clippers, Oakland Raiders, etc.

As a global public relations consultant, Mrs. Molezion Smith launched the public relations kickoff of newly formed HS International (HSI), a full service sports management agency specializing in track and field. Since its inception, HSI has represented world record holders as well as Olympic gold, silver and bronze medalists spanning five continents.

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