

Lane Smith

Operations Manager, Photographer, Entrepreneur

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SUMMARY

Motivated and organized professional with over ten years of diverse experience in both project and general management. Proven ability to manage multiple projects simultaneously and deliver results on time and within budget. Strong leadership skills, with a track record of driving team productivity and performance. Exceptional problem-solving skills with a keen eye for detail. Possess high-level analytical skills demonstrated through increased efficiency and improved overall business performance.

KEY COMPETENCIES

- High-level analytical skills.
- Experience in risk management.
- Ability to effectively delegate tasks.
- Direct and delegate collaborative tasks.
- Excellent communication and conflict-resolution skills.
- Strong organizational skills.
- Experience in strategic planning and business development.
- Self-motivated, self-starter, able to work independently.
- Strong attention to detail.
- Managing, scheduling and directing teams.

PROFESSIONAL EXPERIENCE

Candle Magic Studio

Co-Founder

2024- Present

- Create the business and establish legal and financial systems.
- Build website and optimize for SEO
- Photograph products and create product listings.
- Oversee P&Ls, bookkeeping, financial planning, and equipment budgeting.
- Learn video processing software and create live-streaming mechanisms and systems
- Collaborate with other businesses and live-stream influencers to promote the brand.
- package and ship products that exceed expectations safely and on time.

Lane G Photography

Founder

2020 - Present

- Establish the business and follow through with a strategic growth plan.
- Optimized online marketing and reduced marketing costs to zero.
- Oversee P&Ls, bookkeeping, financial planning, and equipment budgeting.
- Create and collect legal contracts.
- Collaborated and built relationships with other photographers and increased work opportunities.
- Deliver excellent customer service to clients while making their experience fun and comfortable.

Professional River Outfitters

Drive Manager & Field Supervisor

2017 - 2020

- Communicate procedures, schedules, expectations, and safety protocols.
- Delegate tasks to staff and instruct clients on NPS guidelines and procedures.
- Inventory, maintenance, service, repair scheduling, and overall upkeep of complex company equipment.
- Schedule and perform maintenance and safety checks on company vehicles.
- Train and supervise drive staff to follow proper safety procedures and company policies.

DJ's Snowmobile Adventures Field Manager & Head Guide

2007 - 2012

- Instruct guests on snowmobile operations and safety procedures.
- Lead guided snowmobile tours through remote terrain and hazardous conditions with a heavy emphasis on safety.
- Provide local historical and geographical interpretation.
- Respond to accidents and coordinate with emergency medical services.
- Manage guides, trip locations, time in the field, schedules, and take reservations.
- Promote the highest quality guest experience and maintain safe operations.
- Patrol the field to ensure clients are following safety procedures and company policies.

Canyon River Equipment Outfitters Field Manager

2014 - 2020

- Provide leadership to maintain organization and time efficiency.
- Share knowledge and skills with clients lacking experience and knowledge.
- Provide live demonstrations on the use of all company equipment.
- Teach clients about preservation, leave no trace, and NPS guidelines.
- Provide training on setup, maintenance, and use of all company equipment.
- Camp with clients, prepare their meals, and tend to their needs.
- Build rapport with clients while representing the company.

Zephyr Whitewater Expeditions Trip Leader & Guide

2011 - 2015

- Assign tasks and duties to staff members.
- Conduct safety seminars for clients on equipment and emergency protocols.
- Keep vehicles clean, conduct safety checks, and detect mechanical problems.
- Engage clients in friendly conversation, fun, and games to build rapport.
- Prepare, inventory, pack, unpack, clean, inspect, and store equipment.
- Lead multiple staff meetings throughout the day to keep everyone up-to-date.
- Lead hikes and other activities to enrich guests' experiences.

Mammoth Powersports Shop Manager & Lead Technician

2008 - 2011

- Provide leadership to maintain organization and time efficiency.
- Share knowledge and skills with clients lacking experience and knowledge.
- Provide live demonstrations on the use of all company equipment.
- Teach clients about preservation, leave no trace, and NPS guidelines.
- Provide training on setup, maintenance, and use of all company equipment.
- Camp with clients, prepare their meals, and tend to their needs.
- Build rapport with clients while representing the company.

South Lake Boat Landing Operations Supervisor

2006 - 2010

- Create project lists, inventory and order products, and maintain equipment and operational areas.
- Relationship management with vendors, ordering products, record keeping, and contracts.
- Employee performance evaluation and training.
- Communicate procedures, schedules, expectations, and safety protocols to clients and staff.
- Schedule and perform regular maintenance and safety checks on the marine fleet.

EDUCATION & CERTIFICATIONS

The Odin Project

Full Stack, Java Script - Online

Northern Arizona University

B.S. Psychology - Flagstaff, AZ

Arizona Medical Training Institute

Certified CNA - Phoenix, AZ

California Institute of Emergency Medical Training

Certified EMT - Long Beach, CA

American Truck Driving School

Class A CDL - Compton, CA

Motorcycle Mechanics Institute

Certified Technician - Phoenix, AZ

Sonora High School Graduate

High School Diploma - La Habra, CA