

LaMarriol Smith, M. P. Aff.
City of Buda Director of Communications

Subject Area Expertise: Media Relations, Strategic Communications, Public Affairs, Policy Development, Authentic Leadership, Social Media Strategy, Women in Administration, Campaign Communications, Crisis Management, Newspaper Reporting, Central Texas Water Issues, and Community Engagement.



LaMarriol Smith serves as the City of Buda’s director of communications in which she is responsible for being the liaison between the City and the media, government entities and the public. She is responsible for communications via social media platforms, news releases, electronic news, publications and the website. She leads crisis communications and video production, and implements communications policies. Before joining Buda, Smith spent a significant portion of her career in governmental administration at environmental and utility related entities, as well as serving in higher education administration. Her communication teams have produced award-winning publications and educational materials, and she has earned placement in international, national, state and local media.

She is a member of the Public Relations Society of America, the American Association for Adult and Continuing Education, and Phi Kappa Phi Honor Society. Smith earned her Bachelor of Arts degree in Journalism at Baylor University, her Master of Public Affairs degree from the LBJ School of Public Affairs at the University of Texas at Austin, and is A.B.D. on her doctoral degree at Texas State University.
