

# MATT SMITH

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## SENIOR MARKETING & CREATIVE SERVICES EXECUTIVE

CREATIVE DIRECTION • STRATEGIC MARKETING LEADERSHIP • BRAND CAMPAIGN MANAGEMENT

*Offering comprehensive experience in driving strategic marketing and creative direction to meet corporate goals.*

Senior Marketing Leader with proven experience in driving the full scope of traditional, digital, social media, and content marketing for diverse organizations and Fortune 500 clients. Demonstrated ability to develop brand messaging and social media campaigns to enhance business growth and development. Expert in introducing innovative concepts and data-driven marketing campaigns to establish new revenue streams. Advanced leadership skills with demonstrated background in building, developing, coaching, and managing teams toward exceeding corporate objectives. Key contributor to strategic leadership teams with experience in creating and managing long-range growth plans. Native English; conversational Japanese.

### LEADERSHIP AND TECHNICAL COMPETENCIES

Marketing Program Management ▪ Content, Digital & Social Media Strategy ▪ Integrated Marketing Management  
Project Management ▪ Creative Direction ▪ Market & Consumer Analysis ▪ Partnership Development ▪ Brand Management  
SEO/SEM ▪ Data-Driven Marketing Campaigns ▪ Digital Marketing Analytics ▪ Stakeholder Engagement ▪ Team Leadership  
Adobe Creative Suite ▪ Pardot ▪ Salesforce ▪ AEM ▪ Target ▪ Mac & Windows ▪ Microsoft Office

### PROFESSIONAL EXPERIENCE

#### MARKETING TEAM | NEW YORK, NY | 2017 – PRESENT

##### MARKETING DIRECTOR

Provide strategic oversight of the development, management, and execution of marketing programs consisting of traditional and digital marketing, B2B/B2C, social media, email marketing, and content strategy. Partner with cross-functional teams to oversee the delivery of corporate marketing and email marketing campaigns to drive client development and business growth. Direct the development of data-driven strategies for driving brand exposure by utilizing consumer insights and market intelligence to create targeted, effective marketing campaigns. Build, develop, and lead a team of 17. Manage \$5M budget.

- Directed the introduction of a new platform and revised marketing content to target new Ecommerce business opportunities, establishing new revenue streams.
- Created and executed on campaign process and quality assurance (QA) plans for marketing programs across various channels; developed framework and established standardized messaging to ensure campaign effectiveness.
- Decreased display spending by 60%+ while increasing revenue generated from online advertisements.
- Launched a national broadcast advertising campaign to target senior enterprise managers across the US.
- Researched and sourced a national agency for leading the rebrand and redesign of website; oversaw the brand strategy and redesign process from end-to-end.
- Spearheaded the implementation of new technologies to drive marketing strategies, including Adobe Experience Manager, Adobe Advertising Cloud, Adobe Target, and Adobe Media Optimizer.
- Scaled up the marketing organization to meet growing productivity demands and rapid business growth; established a positive working culture focused on personal growth and progression.

#### ABC | NEW YORK, NY | 2016 – 2017

##### ECOMMERCE, CREATIVE, IT & SYSTEMS DIRECTOR

Charged with overseeing all creative development functions for the organization, including product development, merchandising design, pop design, marketing communications, and branding. Designed and executed on strategies for driving brand exposure and business growth using social media and digital marketing campaigns. Drove product development across various categories, including apparel, automotive aftermarket, accessories, footwear, and pet products for international brands. Built and management a staff of 15.

- Spearheaded the design of improved POP packaging and displays, increasing quality and efficiency to reduce costs by 20% and increase product display volume by 30%+.