

ROBERT SMITH

Marketing Strategist I

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Marketing Strategist I with 10+ years of marketing experience leading some of the worlds most notable brands through branding and advertising initiatives, with demonstrated successful results in raising brand awareness, driving sales and building brand equity.

2010 - PRESENT

MARKETING STRATEGIST I - JACK MORTON WORLDWIDE

- Acting as lead strategist providing end-to-end marketing strategy with accountability for competitive audits, audience research, channel planning, website development, analytics and measurement, content marketing, social media, email.
- Guiding the development of online promotions that continue to outperform lead goal generation by at least 2.8x and achieving the brand familiarity lift of 19%.
- Planning, testing, measuring and optimizing the paid and organic social media (LinkedIn, Facebook, Twitter and, Youtube), display banners, email marketing campaigns and account-based marketing initiatives.
- Optimizing media and creative strategies.
- Managing and leading the teams across disciplines to ensure clients goals and objectives are met on-time and on budget.
- Writing and formalizing the client proposals for strategic work on marketing initiatives such as competitive audits, market.
- Formulating and developing the subways in-store innovations, leading to the brands exploration and execution of new in-store paradigms for the first time in history.

2008 - 2010

BRAND MARKETING STRATEGIST - PARENT CO

- Client roster Icelandair, Samsung, Keurig, Boden, Pretzel Crisps, Lifestyles, Destination Maternity.
- Served as lead strategist for Icelandairs media planning, Persona research and Brand awareness initiatives.
- Formulated and developed integrated marketing campaign strategies and product innovations for a roster of clients by authoring strategic briefs, crafting messaging and positioning architecture, measuring kpis, overseeing concept.
- Assisted in the development and execution of annual marketing and demand creation (promotion) plan for the channel partner.
- Managed Partner PR process and amplification of key announcements thru Partner's social media channels.
- Liaised with marketing counterparts in partner community to coordinate events

and lead gen campaigns.

- Analyzed and reported the progress against campaign goals and ROI.

EDUCATION

MS in Advertising - 2008 (Boston University) MBA - (Florida Atlantic University)

SKILLS

Marketing, Advertising, Market Research, Campaign Management, Customer Insight, Primary Research, Digital Marketing, Brand Management, Content Marketing