

# ROBERT SMITH

## Co-Founder I

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Proven executive focused on enterprise digital transformation and marketing, client services, and marketing/advertising technologies, with a focus on improving customer experiences. Highly experienced in guiding clients through digital marketing effectiveness, expanding client portfolios, and building and strengthening organizations, disciplines, and processes.

## EXPERIENCE

### Co-Founder I

#### ABC Corporation - APRIL 2003 - NOVEMBER 2006

- Held roles of COO and Client Services.
- Responsible for implementing agency processes focused on client services, operations, business development and human resources.
- Owned P&L, accounting processes and financial reconciliation at corporate and account levels.
- Hired and mentored agency staff, managed project resourcing and traffic.
- Owned new business pitches and account acquisition.
- Grew agency to \$3.5MM in capitalized billings and 14 full-time employees, with operating margins exceeding 30% annually.
- Developed brand platforms, strategies, architectures, messaging platforms for assigned clients.

### Co-Founder

#### Delta Corporation - 2002 - 2003

- Perform acquisitions/developmental editing functions Maintain web and social media presence Oversee book-specific marketing.
- Founded a website for consumers to access the secondary market for event tickets in order to gain knowledge of e-commerce and learn to manage a .
- Videographer, photographer, singer and song writer for the company.
- Promote events/parties at venues and network with in the music and entertainment industry.
- Recruit for new or unsigned music/entertainment artists.
- End-to-End Product Development Collaborated with co-founders and customers to create MVP product to present to customers.
- Focused on product strategy/messaging as well as developing business rules and coding logic with engineers.

## EDUCATION

- Bachelor of Arts in English - (UNIVERSITY OF DELAWARE)

## SKILLS

Digital Strategy, Marketing Strategy, Demand Generation, Customer Relationship Management.