

# Aaron Smith

Marketing Specialist.

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## SUMMARY

An organized and creative professional with proven marketing skills and a desire to learn more. Possess 6+ years of experience working for a diverse group of organizations and clients. Gained expertise in data analysis, publication marketing, and web-based advertising. Looking to utilize my existing skill set to increase company profitability at [Company Name].

## PROFESSIONAL EXPERIENCE

### CLAYDON HEELEY – Boston, MA

*Business Consultant, September 2020–present*

- Assisted clients with business plan, purchase, branding, advertising, remodeling, and marketing, increasing monthly sales from \$8,000 to \$25,000 in 10 months
- Increased followers on social media by 150% on average, resulting in \$47,000 in increased online sales through a significant improvement in brand awareness
- Initiated a series of marketing campaigns including email, print, digital, outdoor, and social media
- Crafted concept and content for journal ads, direct mail campaigns, and blogs

### THE BOSTON HERALD – Boston, MA

*Associate Publisher, June 2017–September 2019*

- Spearheaded the development of the first media kit amalgamation for all company projects, increasing national sales by 8%
- Implemented efficiency and cost-saving programs that reworked the editorial, production, and sales processes for three magazines, increasing profitability by 10% on average
- Kept abreast with the latest publication marketing strategies and developed new social media campaigns to increase brand influence
- Discovered, negotiated, and secured new relationships with local organizations, resulting in the launch of five new publications whose profitability increased by between 10%–20% annually

## EDUCATION

### WATFORD ART SCHOOL – Chicago, IL

*B.A in Art & Design, 2017*

*Graduated magna cum laude*

## ADDITIONAL SKILLS

- Adobe Creative Suite
- Google Analytics
- Webmaster Tools
- Social Media Marketing
- Stata/Atlas
- Asana/Jira