

Levi Smith

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SUMMARY

Dedicated problem solver with over 14 years of experience with 10 years in technical roles, 8 years of digital media experience in B2B industries specializing in web production, project management, sales support, and ad operations, and over 4 years leading and mentoring teams to succeed.

Skills: Project Management, Communication, Problem Solving, Web Production, Leadership, Sales Support & Customer Service, Adaptability, Digital Media, Ad Operations, Web Development, Content Management Systems

Software & Programming: JavaScript, HTML, CSS, PHP, C#, SQL, GraphQL, WordPress, Adobe Experience Manager, Google Analytics, Filemaker, Photoshop, DFP, AppNexus, Tealium, Google Tag Manager, Git, JIRA, PowerPoint, Excel, ReactJS, GatsbyJS, ahrefs, Google Search Console

WORK HISTORY

Management & Technical

Clarion Events - Director of SEO & Analytics

Feb 2020– Present

Handle the day to day SEO efforts, strategy, and roadmap for 14 different media and event websites, as well as the ongoing training and analytics around our KPIs.

- Created and implemented a detailed roadmap for pushing our SEO efforts forward.
- Designed our KPIs and analytics strategy around the metrics that push our websites forward
- Developed ongoing training for editors and marketers to implement SEO best practices in their day to day.

Clarion Events - Sr. Digital Media Manager

Feb 2019 – Feb 2020

Manage the day to day of our website and advertising operations. Developed advertising templates, traffic ads, work with advertisers to improve their ad campaign

- Helped facilitate the migration of 14 websites from AEM to WordPress
- Acted as a technical liaison for all things WordPress
- Oversaw the technical aspects of a migration from OpenAd Stream to GAM

BMC Software - Sr. Manager of Web Operations (Remote)

Jul 2018 – Feb 2019

Lead a global team of 9 to manage, improve, and iterate on bmc.com, which includes project management, website operations, and governance functions.

- Created a modern project management framework in order to standardize projects, ensure quality, and deliver on-time and outstanding results for over 40 high-priority projects a quarter.
- Collaborate across marketing, IT, sales, and product lines to ensure projects are on time, in scope, and within budget.
- Monitor daily website operations activity and oversee 100's of website edits each month.
- Manage the internationalization efforts in order to translate entire site to over 30 different ccTLDs with an annual budget of \$30k.
- Led a company-wide interlock presentation on the benefits of the centralized publishing model and how to oversee a modern enterprise website.

PennWell - Website Project Manager (Tulsa OK/Remote)

Apr 2016 – Jul 2018

Manage the ongoing projects to ensure on time completion and outstanding results for over 30 websites with 10,000+ articles and pages that generate \$30 million in annual revenue.

- Created more standardized and streamlined processes to model a more efficient workflow and consistent websites, leading the team to complete over 90 tickets a month
- Developed a browser extension to help stakeholders better navigate the Content Management System and grew it to over 50 daily active users.
- Performed as technical lead in charge of developing 100s of custom pages and implementing custom JavaScript libraries
- Helped initiative for switching sites to SSL and making improvements on security
- Developed a custom Python script for appending metadata to 100s of images each month in which reduced manual work by over 2 hours each week

PennWell - Manager, Ad Tech / Ad Operations (Tulsa OK)

Sep 2013 – Apr 2016

Led the team of 4 responsible for executing 1000+ digital advertising campaigns each month for hundreds of different advertisers.

- Increased sales and sales responses by collaborating with sales to create and maintain rate card specifications, media kits, and technical sales sheets
- Developed and maintained a complex Filemaker application and database for managing advertising campaigns that total more than \$10 million in annual revenue with over a million database records
- Improved and standardized processes by developing a web app using Filemaker and PHP for automating certain ad operations procedures and hooking into ad server API's
- Created and improved many rich media ad templates using modern HTML/Javascript standards
- Steered the strategy of digital advertising towards programmatic and native and improved standards of current ad products

Technical & Customer Service

PennWell - Digital Media Advertising Support Specialist - Tulsa OK

Dec 2011 – Sep 2013

Collaborated with sales to implement, coordinate, and improve 1000+ advertising campaigns each month with over \$5 million in revenue.

- Increased production workflow, of a team of 3, by over 20+% by simplifying processes and reducing overlap and rework
- Earned a 99% percent in customer satisfaction while maintaining under 2% of errors and make-goods
- Managed the relationships of over 100 advertisers by providing outstanding customer service, supporting issues quickly and effectively, and completing RFI's thoroughly

TRAINING & EDUCATION

Tulsa Community College

Tulsa OK

Digital Media Media Design, 2008 - 2009

- Obtained over 50 credit hours
- Achieved certifications in Adobe Dreamweaver, Photoshop, and Flash
- Gained extensive knowledge of web design and digital media