



# James Smith

## Contact

 jamessmith@gmail.com

 208-430-2345

## Location

83702 Boise ID

## Overview

Highly technical Marketing Director with experience working on campaigns with over \$50,000 per month in adspend. 4 Years of experience and recent MBA from Boise State University. Looking for a position at a high growth startup that help me develop my professional skill set.

## Skills

- Facebook Advertising
- Google SEM
- Email Marketing
- HTML/CSS

## Work

### Marketing Director

**Tree City Agency** (August 2019 - July 2020)

- Led a team of 4 people to execute client KPI's.
- Managed a marketing budget of over \$50,000 a month.
- Increased ROI for client XYZ by over 300%.

### Senior Producer

**Coca Cola** (October 2017 - August 2019)

- Created marketing content for Coca Cola for placement on Billboards, Social Media, and Print Advertisement.
- Worked in a team of 3 people to execute monthly objectives.

## Education

### Marketing

**Boise State University** (N/A - February 2019)

Study type: BS