JORDAN SMITH

Experienced Technology Executive

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9 San Francisco, California

SUMMARY

With over a decade of experience in strategic planning and media relations in the technology sector, I bring a proven track record of driving brand visibility and client satisfaction. My expertise in leading diverse teams and managing key accounts, combined with my ability to secure coverage in top-tier outlets, positions me to make a significant impact. My biggest career achievement has been maintaining a client retention rate of over 90%, demonstrating my commitment to delivering exceptional results.

EXPERIENCE

# Account Director

Edelman 2019 - 2023 San Francisco, California

Managed key accounts in the technology sector, focusing on strategic planning and media relations.

* Developed and executed strategic communication plans for 10= major tech clients, resulting in a 30% increase in brand visibility.
* Managed a team of 15= account executives, fostering a collaborative environment that boosted team productivity by 40%.

STRENGTHS

## Strategic Planning

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Led a team of 20= in developing and executing strategic plans, resulting in a 35% increase in efficiency.

## Collaboration

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Worked closely with cross-functional teams to drive project success, leading to a 45% increase in team productivity.

## Media Relations

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Established strong relationships with top- tier technology and business outlets, increasing brand visibility by 50%.

SKILLS

### Strategic Planning Media Relations

* Secured media coverage in top-tier technology and business outlets,

increasing client exposure by 50%.

# Senior Account Manager

Weber Shandwick 2016 - 2019 San Francisco, California

Oversaw account management for technology clients, with a focus on media relations and strategic planning.

* Managed 8= key tech accounts, leading to a 25% increase in client retention.
* Coordinated with cross-functional teams to execute strategic plans, resulting in a 35% increase in project success rate.
* Secured speaking opportunities for clients at major industry events, boosting brand recognition by 30%.

# Account Manager

Ketchum 2013 - 2016 San Francisco, California

Managed client accounts in the technology sector, focusing on media relations and strategic planning.

* Handled 5= major tech accounts, leading to a 20% increase in client satisfaction.
* Worked closely with teams to execute strategic plans, boosting project success rate by 30%.
* Secured media coverage for clients in top-tier outlets, increasing brand visibility by 40%.

EDUCATION

# Master's Degree in Business Administration

Stanford University 2011 - 2013 Stanford, California

# Bachelor's Degree in Communications

University of California 2007 - 2011 Berkeley, California

### Team Leadership Project Management

### Corporate Communications

Event Planning Content Development Cybersecurity IoT 5G Cloud

KEY ACHIEVEMENTS

## Client Retention Rate

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Achieved a client retention rate of over 90% throughout my career, demonstrating my commitment to client satisfaction.

## Team Leadership

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Successfully led diverse teams in high- pressure environments, fostering collaboration and boosting productivity.

## Brand Visibility

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Increased brand visibility for clients by securing coverage in top-tier media outlets.