

## KAMRYN SMITH

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### **PROFESSIONAL EXPERIENCE**

**22Squared** | Full-Service Creative Advertising Agency | Tampa, Florida  
*Ad Tech Specialist (Promoted in Q1 2024)*

2022 - Present

- Support Ad Operations by leading trafficking and quality assurance (QA) across all campaigns for Publix, one of the largest grocers in the Southeastern US.
- Proficient in Campaign Manager 360 and reporting dashboards in Tableau.
- Responsible for R-Tag tracking and supporting floodlight tagging which allows for data collection and performance measurement across multiple vendors' advertising campaigns.
- Develop, support, and lead Publix onboarding processes for the AdTech and Operations Team.
- Managed and supported interns on their Internship Project for The Home Depot in the Summer of 2025.

*Junior Ad Tech (2022-2024)*

- Support Ad Operations by trafficking social, digital and video campaigns for two key clients: Publix and Grammarly.
- Oversee daily QA for all Publix campaigns prior to launch.

**University of Tampa** | Tampa, Florida  
*Web Designer and Event Coordinator*

2021- 2022

- Support the Office of Public Information and Publications by adding new content to the UT website.
- Developed interactive social media content for platforms (Facebook, Instagram, LinkedIn, TikTok).

**Gradient Experiential** | New York, NY  
*Summer Intern*

2019

- Assisted Creative Team in developing new business pitches, digital illustrations, and social media posts.
- Supported Production Team with event preparation and project execution.

### **EDUCATION**

**University of Tampa** | Tampa, Florida

*Master of Arts in Social and Emerging Media* | GPA: 3.91

Class of 2022

*Honors Program and Bachelor of Fine Arts in New Media & Graphic Design* | GPA: 3.64

Class of 2021

- Proficient in Python/ HTML5/ JavaScript/ CSS3/ Adobe Illustrator, Photoshop, InDesign.
- Proficient in Media Management, Media Planning, Web Design and Digital Design.
- Master's Capstone: TB Runners Website - (HTML, CSS, JavaScript).

### **ADDITIONAL CERTIFICATIONS & ORGANIZATIONS**

**University of Tampa: Board of Counselors**

2024 - Present

100 member board (primarily young alumni) that raises awareness for UTampa, hosts networking functions and provides career guidance for undergraduate and graduate students.

**Professional Certifications:** JavaScript Certification (Feb. 2024), TTD - Edge - Marketing Foundations (Jul. 2024), Google CM360 (May 2024), CSS / HTML Certification (Jan. 2021).

**Soccer Shots:** Coach soccer to children (ages of 2-8 years old). Certified in three classes including Minis, Classics and Premier and enjoy helping children build confidence and learn the basics of soccer and scrimmaging.

**Other:** Completed 2019 NYC Marathon; currently training for my first triathlon.