Peter B. Smith

631-374-9744 / peterbutlersmith@gmail.com

SOFTWARE
- Mac OS X, iOS, iWork, MS Excel, MS Word, JIRA, Google Analytics
- Adobe Photoshop, BitBucket, SourceTree, WordPress, HubSpot, MailChimp, Access, MySQL

WORK EXPERIENCE

Project Manager   *December 2011 – December 2013*
M. Lee Arts
- Spearheaded the creation of design documents which served as the foundation for App development
- Coordinated all aspects of app development for client, including music production, game logic, development, and launch.
- Handled technical aspects of graphics production by ensuring art met the technical requirements of iOS, using Adobe Photoshop
- Collaborated with developer, ensuring that graphics and audio met technical requirements.
- Hired and managed a development and production team of 5 creatives.
- Responsible for development and coordination of radio and paper marketing materials.

Executive Assistant   *October 2009 – May 2012*
Southwest Paper USA
- Drafted e-mails, letters, PowerPoint presentations and other communications for CEO and COO, which were received by senior management at 3 of the America's largest retailers.
- Maintained the company's financial and operational spreadsheets in Excel
- Managed office needs including stocking supplies, maintaining kitchen, and other ancillary needs
- Lead the search for the company's new CFO, pre-selecting candidates for executive's review

Project Lead/Founder   September 2011 – December 2011
www.iPhoneHow.To
iPhoneHow.To was a website built to assist iPhone users struggling to learn the features of their phones by delivering high quality and easy to understand video lessons.
- Developed the vision and mission for the project, leading all functional areas.
- Recruited and assembled founding team, video producers, and audio engineers.
- Wrote lesson plans, blog content, as well as responses to customers' technical questions.
- Developed and delivered in-person instructional courses for Boston-area adults at a local community center.

Quality Assurance Intern   *Summer 2011*
The Echo Nest
- Maintained the company's music database, ensuring entries were accurate and up-to-date
- Developed a tool to automate the quality assurance process, resulting in a 10x increase in productivity.

Web Developer and Marketing Consultant   *Summer 2011*
Arcady Mediation
- Built a framework for e-mail marketing campaigns using MailChimp by designing templates tailored to clients' needs.
- Prepared strategy for measuring and quantifying success of e-mail campaigns
- Developed, designed, and implemented a customized WordPress theme for ArcadyMediation.com.
- Trained client to use MailChimp for newsletters and WordPress for content management.

EDUCATION

Boston University School of Management; Boston, MA   December 2012
Bachelor of Science in Business Administration
- Concentration in Entrepreneurship