

JORDAN SMITH

Experienced Technology Executive

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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%.
- 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

STRENGTHS

- Strategic Planning**
Led a team of 20+ in developing and executing strategic plans, resulting in a 35% increase in efficiency.
- Collaboration**
Worked closely with cross-functional teams to drive project success, leading to a 45% increase in team productivity.
- Media Relations**
Established strong relationships with top-tier technology and business outlets, increasing brand visibility by 50%.

SKILLS

Strategic Planning		Media Relations	
Team Leadership		Project Management	
Corporate Communications			
Event Planning		Content Development	
Cybersecurity	IoT	5G	Cloud

ACHIEVEMENTS

- Client Retention Rate**
Achieved a client retention rate of over 90% throughout my career, demonstrating my commitment to client satisfaction.
- Team Leadership**
Successfully led diverse teams in high-pressure environments, fostering collaboration and boosting productivity.
- Brand Visibility**
Increased brand visibility for clients by securing coverage in top-tier media outlets.