

# Korey Smith

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Ms. Smith has experience working in marketing, communications, design and development for clients in the public and nonprofit sectors across multiple professional services industries.

## Education

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BA, Advertising, Iowa State University (2006-2010)  
User Experience Design, General Assembly (Fall 2019)  
Project Management Program, Cornell University (Fall 2020)  
Full-Stack Coding Bootcamp, University of Denver (Fall 2020-Present)

## Technical Skills

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Marketing Automation (Oracle Eloqua, Salesforce Pardot, Microsoft Dynamics 365 Click Dimensions)  
CMS (Wordpress, Content Pilot)  
Full-Stack Development (HTML, CSS, JavaScript, jQuery, Bootstrap, SEO, Node.js, MySQL, MongoDB, React)  
Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver)  
User Experience Design (Adobe XD)  
Social, Web, Email and Google Analytics  
Section 508 Compliance and Web Accessibility

## Professional Experience

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### **BPM LLP, Email Marketing Specialist / Digital Marketing Specialist | February 2018 – January 2021**

- Managed website/CMS, including updating content, building out pages, posting blog content and working with vendor to address site issues.
- Built out user journeys, measured and reported performance of all digital marketing campaigns, and monitored digital score on website. Reported monthly KPIs.
- Strategized and collaborated with internal stakeholders to increase lead generation.
- Generated and analyzed A/B testing strategies to optimize emails for open rate, CTR and performance.
- Implemented SEO through keyword research, target audience analysis and best practices.
- Developed email brand guidelines, built out responsive framework and ensured compliance with US regulations and CAN-SPAM on all external emails.
- Managed proposal automation software and users.

### **Wide Orbit, Graphic Designer | September 2017 – March 2018**

- Designed and conceptualized physical and digital pieces including branding, marketing collateral and tradeshow graphics.
- Branded new concepts for overall event branding.

### **JLL, Senior Marketing Associate | June 2016 – August 2017**

- Strategized with brokers to build, write content and design landing pages, forms and emails for campaigns using Eloqua.
- Designed custom property marketing materials and templates for digital and print.
- Supported offices assisting with the creation, modification and maintenance of marketing and service tools.
- Created materials for business development utilizing Adobe and Microsoft programs, web-based mapping systems and other marketing platforms.

**KPMG, Graphic Designer | December 2014 – June 2016**

- Provided project management and creative design for internal and external client deliverables.
- Teamed with internal stakeholders to create and design proposals, presentations, posters, ads, reports and other marketing materials.
- Supported a team of designers and internal clients across the Pacific region.

**Louis Berger, Communications Specialist | September 2011 – August 2014**

- Provided marketing and graphic design consultation on environmental projects that required public outreach and engagement.
- Prepared packaged files for prepress and coordinated logistics for tradeshow materials.
- Provided research, writing and editing support for public engagement initiatives.
- Created Section 508 compliant documents required by NEPA.
- Designed online and print materials.
- Designed infographics and original illustrations to convey complex concepts and technical information to lay audiences.
- Demonstrated willingness to work around-the-clock under tight deadlines and maintained a sense of calm under high-pressure circumstances.

**The Family Partnership, Marketing and Design Intern | August 2010 – July 2011**

- Worked with a creative team to revamp the organization's brand.
- Wrote copy and designed promotional materials for fundraising campaigns and community outreach.
- Maintained social media marketing and updated web content.
- Proposed new initiatives and innovative ideas based on available resources and budgets.
- Produced strategic marketing plans and cause-related partnership proposals.