

# 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.

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## Education

- BA, Advertising, Iowa State University
  - User Experience, General Assembly
  - Full-Stack Coding Bootcamp, University of Denver
  - Project Management Program, Cornell University
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## Technical Skills

- Marketing Automation (Eloqua, Pardot, Microsoft Dynamics 365)
  - CMS (Wordpress, Content Pilot)
  - HTML, CSS, JavaScript, jQuery, Bootstrap, SEO
  - Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver)
  - User Experience Design (Adobe XD, Sketch)
  - Social, Web, Email and Google Analytics
  - Section 508 Compliance and Web Accessibility
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## Professional Experience

### **BPM LLP, Digital Marketing Specialist | February 2018 - Present**

- Create new landing pages, web forms and manage CMS
- Work with CMS host to address site issues, monitor digital score and report monthly KPIs
- Generate and analyze A/B testing strategies to optimize emails for open rate, CTR and performance
- Implement SEO through keyword research, target audience analysis, A/B testing and best practices
- Ensure compliance with US regulations and CAN-SPAM on all external email communication
- Design responsive framework for email communication
- Manage proposal automation software and users
- Social, Web, Email and Google Analytics
- Section 508 Compliance and Web Accessibility

### **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**

- Designed, created and managed email campaigns using Eloqua for events, internal and external marketing
- Built landing pages and forms for campaigns using Eloqua
- Designed custom property marketing materials and templates for digital and print
- Collaborated with brokers to identify strategies to increase lead generation
- 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 | September 2017 - March 2018**

- Provided project management and creative design support for internal and external client deliverables
- Teamed with internal stakeholders to create and design proposals 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