

Korey Smith

e: smithrkorey@gmail.com

p: 641-485-5491

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

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

- Marketing Automation (Eloqua, Pardot, Microsoft Dynamics 365)
 - CMS (Wordpress, Content Pilot)
 - Full-Stack Development (HTML, CSS, JavaScript, jQuery, Bootstrap, SEO, Node.js, MySQL, MongoDB)
 - Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver)
 - User Experience Design (Adobe XD)
 - 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 – January 2021

- 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

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 | December 2014 – June 2016

- 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