



Jennifer C. Smith

Senior Account Director at Aspyre Solutions

Greater Los Angeles Area | Marketing and Advertising

Current Aspyre Solutions
Previous Company A, Company B, Company C
Education Fordham University, Georgetown University

500+
connections

<http://www.linkedin.com/in/jennifercsmith>

Summary

Senior account director and strategic marketing leader with over 15 years of expertise shaping traditional and online advertising plans, integrated marketing promotions, and brand development initiatives. Proven success driving bottom line growth, influencing brand perception, and increasing target audience engagement for leading brands in the entertainment industry

Currently engaged as senior account director for advertising agency, Aspyre Solutions, in charge guiding African American media and advertising recommendations for major media and entertainment accounts. Former marketing director and entertainment marketing manager for Digital People and Kortenhaus Communications.

SPECIALTIES: Account Director, Client Management, Brand Development, Digital Marketing, Online Advertising, Web Analytics, Social Media Marketing, Campaign Management & Performance, B2B & B2C Marketing, E-Commerce, Affiliate Marketing, Business & Partnership Development, Cross-Functional Team Leadership

Experience

Senior Account Director

Aspyre Solutions

2013 – Present | Greater Los Angeles Area

Oversee a team of media, strategy, analytics, project management, and account services staff as the agency-of-record for African American media buys (television, digital, and radio) for Universal Pictures. Advised on marketing efforts for over 30 films to-date for Universal, with additional multicultural account responsibilities that have included NBC, the Estate of Tupac Shakur, and Motown Records.

Manage client, agency, and media relationships to ensure successful fulfillment of brand and product growth goals, clarify marketing initiatives, and support strategic advertising and media decisions. Maintain P&L and performance metrics to meet key milestones, keeping agency leadership abreast of account performance.

Director of Marketing

Company A

2007 – 2012 | Greater Los Angeles Area

Led teams within the marketing and client services departments in executing all aspects of B2B and B2C marketing plans – including ideation, budgeting, and high-level customer interactions for all accounts. Served as a key liaison among domain owners/clients and Yahoo! to aggregate domain names and monetize online properties through digital advertising. Worked closely with Yahoo! partner managers to ensure marketing efforts aligned with corporate and partner strategy goals.

Oversaw brand development and content strategy for all social media channels (Facebook, Twitter, LinkedIn, YouTube, Instagram, blogs), using Google Analytics and other social monitoring tools to optimize performance. Implemented online advertising and remarketing strategies using AdWords, Advertise.com, and Facebook ads, and created targeting email campaigns that generated above-average industry rates for open and click-through's. Additionally handled planning and rollout of international conferences, events, and loyalty programs.

Marketing Manager

Company B

2006 – 2007 | Greater Los Angeles Area

Worked with Sony to structure marketing plans for 10 new film releases, including creation of one sheets, trailers, marketing collateral, and promotional materials. Conducted competitive research on market segmentation and trends to guide strategic decision-making. Provided leadership and direction to members of the marketing team.

Brand Marketing Specialist

Company C

2004 – 2006

Supported marketing planning, collateral development, media buying, public relations, and expense tracking for the Home Entertainment division, specializing in DVD and Blu-ray product marketing. Developed marketing plans to ensure cohesive branding across all packaging, sales kits, and collateral materials. Additionally negotiated all spot cable and print advertising buys. Managed budgets and expenses, consistently delivering projects within or under projected cost.

Marketing & Advertising Associate

Company D

2003 – 2004 | New York, New York

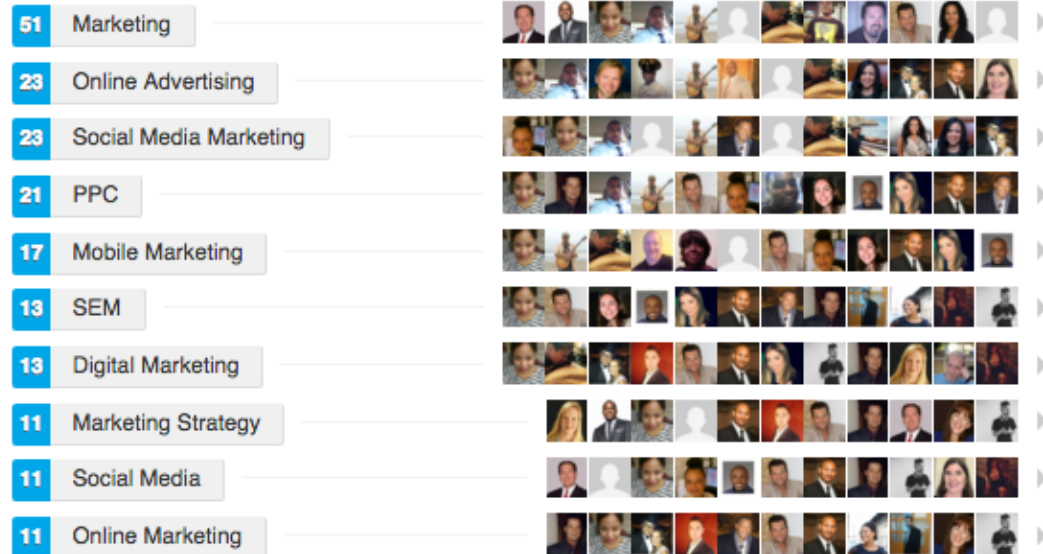
Marketing & Advertising Intern

Company D

2002 – 2003 | New York, New York

Skills & Endorsements

Top Skills



Education

Fordham University – Graduate School of Business Administration

MBA, Marketing and Media Management

2003 – 2006

Georgetown University – The McDonough School of Business

BS, Marketing

1996 – 2000

Organizations

Additional Organizations

NCAA Track & Field National Champion, Collegiate All-American Athlete

Additional Info

Advice for Contacting Jennifer

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