

MATT SMITH

NEW YORK, NY • 123.456.7890 • EMAIL@EMAIL.COM • LINKEDIN: URL

SENIOR MARKETING & CREATIVE SERVICES EXECUTIVE

CREATIVE DIRECTION • STRATEGIC MARKETING LEADERSHIP • BRAND CAMPAIGN MANAGEMENT

Offering comprehensive experience in driving strategic marketing and creative direction to meet corporate goals.

Senior Marketing Leader with proven experience in driving the full scope of traditional, digital, social media, and content marketing for diverse organizations and Fortune 500 clients. Demonstrated ability to develop brand messaging and social media campaigns to enhance business growth and development. Expert in introducing innovative concepts and data-driven marketing campaigns to establish new revenue streams. Advanced leadership skills with demonstrated background in building, developing, coaching, and managing teams toward exceeding corporate objectives. Key contributor to strategic leadership teams with experience in creating and managing long-range growth plans. Native English; conversational Japanese.

LEADERSHIP AND TECHNICAL COMPETENCIES

Marketing Program Management ▪ Content, Digital & Social Media Strategy ▪ Integrated Marketing Management
Project Management ▪ Creative Direction ▪ Market & Consumer Analysis ▪ Partnership Development ▪ Brand Management
SEO/SEM ▪ Data-Driven Marketing Campaigns ▪ Digital Marketing Analytics ▪ Stakeholder Engagement ▪ Team Leadership
Adobe Creative Suite ▪ Pardot ▪ Salesforce ▪ AEM ▪ Target ▪ Mac & Windows ▪ Microsoft Office

PROFESSIONAL EXPERIENCE

MARKETING TEAM | NEW YORK, NY | 2017 – PRESENT

MARKETING DIRECTOR

Provide strategic oversight of the development, management, and execution of marketing programs consisting of traditional and digital marketing, B2B/B2C, social media, email marketing, and content strategy. Partner with cross-functional teams to oversee the delivery of corporate marketing and email marketing campaigns to drive client development and business growth. Direct the development of data-driven strategies for driving brand exposure by utilizing consumer insights and market intelligence to create targeted, effective marketing campaigns. Build, develop, and lead a team of 17. Manage \$5M budget.

- Directed the introduction of a new platform and revised marketing content to target new Ecommerce business opportunities, establishing new revenue streams.
- Created and executed on campaign process and quality assurance (QA) plans for marketing programs across various channels; developed framework and established standardized messaging to ensure campaign effectiveness.
- Decreased display spending by 60%+ while increasing revenue generated from online advertisements.
- Launched a national broadcast advertising campaign to target senior enterprise managers across the US.
- Researched and sourced a national agency for leading the rebrand and redesign of website; oversaw the brand strategy and redesign process from end-to-end.
- Spearheaded the implementation of new technologies to drive marketing strategies, including Adobe Experience Manager, Adobe Advertising Cloud, Adobe Target, and Adobe Media Optimizer.
- Scaled up the marketing organization to meet growing productivity demands and rapid business growth; established a positive working culture focused on personal growth and progression.

ABC | NEW YORK, NY | 2016 – 2017

ECOMMERCE, CREATIVE, IT & SYSTEMS DIRECTOR

Charged with overseeing all creative development functions for the organization, including product development, merchandising design, pop design, marketing communications, and branding. Designed and executed on strategies for driving brand exposure and business growth using social media and digital marketing campaigns. Drove product development across various categories, including apparel, automotive aftermarket, accessories, footwear, and pet products for international brands. Built and management a staff of 15.

- Spearheaded the design of improved POP packaging and displays, increasing quality and efficiency to reduce costs by 20% and increase product display volume by 30%+.

- Developed B2B ecommerce ordering platform to meet distributor needs, resulting in 300% increase in ecommerce sales YOY, higher productivity for sales staff, and improved customer satisfaction.
- Optimized shipping, warehousing, and ecommerce management, driving 15% increase in channel margins.
- Reduced creative department costs by 40% while increasing number of new product releases 50%, despite reduction of workforce/staff.
- Developed and implemented content marketing, SEO/SEM, and display advertising strategies to deliver sales growth.

BIZDESIGN | TOKYO, JAPAN | 2006 – 2016

CLIENT MARKETING STRATEGIST & CREATIVE DIRECTOR

Selected to lead the start-up of the creative/marketing program from the ground-up. Oversaw the design and implementation of marketing plan, strategy, and campaigns, as well as all creative services and tools. Tracked and analyzed key metrics related to client development, brand exposure, and market positioning to ensure effective strategies and campaigns. Progressed through roles during tenure, taking on additional responsibilities to support business development and success. Managed teams of up to 20 consisting of product marketing managers, account directors, PR managers, data analysts, art directors, designers, copywriters, business development, and product staff.

- Supported the rapid business expansion by growing marketing, creative, and business development staff from 3 to 20 within the first year of business.
- Led the agency to create award winning client work, including awards from Singapore Advertising Association, Japan Marketing Association, and Australia Posts' annual best marketing campaign awards in second year in business.
- Built, managed, and strengthened relationships with C3 investors, contributing to the strategic planning and short- and long-range planning process.
- Drove 100% YOY revenue growth for the first five years in business by restructuring and improving marketing strategies.
- Led teams through the development of marketing and creative strategies for leading global clients in various industries, including Apple, Adobe, JTB, Sony, Nortel, Lexus, KDDI, and Toyota.

MARKETING GLOBAL | TOKYO, JAPAN | 2004 – 2006

GROUP DIRECTOR

Oversaw the development and management of integrated marketing and creative strategies to enhance interactive development offerings. Provided leadership and direction for a team of 10 responsible for providing interactive marketing and advertising services for diverse client base, including Mitsubishi, Kirin, NTT, and Yamaha.

- Directed the development and execution of product roadmap, marketing campaigns, marketing collateral, and product branding materials for clients; managed the creation of websites, case studies, and presentations.
- Generated a high-volume of new business to expand creative services and drive revenue growth.

NEW TECHNOLOGIES | NEW YORK, NY | 1999 – 2004

SENIOR CREATIVE DIRECTOR

Integral team leader during the early start-up stages charged with establishing the creative services department from the ground-up. Established processes and methodologies to promote and lead marketing/advertising campaigns for various clients, including Adobe, Apple, Lowe's, Microsoft, Siebel, and Sun Microsystems. Hired, trained, and managed staff of up to 50.

- Developed the company's brand, designing all materials and campaigns to establish competitiveness in saturated market.
- Scaled up the organization to meet client demands, doubling workforce in second year.
- Provided end-to-end management of client projects, ensuring all were delivered on-time and within budget.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Harvard Business School – **Executive Education Program (Business Perspectives for Creative Leaders)**
State University – **Commercial Photography**

PROFESSIONAL AFFILIATIONS








**Professional Association for Design; Art Director Club (USA); Art Directors Club of Japan
Type Directors Club of Japan; Direct Marketing Association**

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