

Mark J. Smith

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PROFILE:

EXPERIENCE: Marketing Director who has conceived and managed strategy and campaigns for clients in diverse industries.

CREATIVITY: Innovative talent who delivers ROI-driven concepts that quickly grab the audience's attention without diluting the client's message.

LEADERSHIP: Team builder who forms consensus through open communication while holding each employee responsible for performance based on clear metrics.

- Branding
- Digital
- Social Media
- Design
- Premiums
- Production
- PR Strategy
- Ideation
- Analytics

EXPERIENCE:

ACME MARKETING Oak Brook, IL

2010-Present

DIRECTOR

Conceive, manage, and deliver projects, filling whatever role is needed to exceed clients' expectations. Consult clients (Fortune 100 to start-ups) and agencies to determine strategy, goals, and budget. Design and manage creative campaigns to make clients trend leaders. Oversee all aspects of projects, which includes sourcing, purchasing, and manufacturing. Provide analytics that let clients track ROI, budgets, and performance. Align clients' goals/programs before performing competitive analysis. Recruit and manage creative talent with unique skills. Motivate teams so they are empowered to make good decisions and constantly test their talents.

- Developed and managed a 5 year campaign, working with government and an agency, to target millions of users in a project to enhance children's fitness.
- Created a program for a Fortune 100 client based on a theme of sports across cultures. Generated 150% of client's goal for ROI.
- Devised a low cost promotion targeting young adults in a way that let the client avoid royalty charges.
- Directed a brand identity project for a non-traditional alcohol product, including design of logo and theme: "hip to sip."
- Engaged an influential niche (editors) by devising a board game that focused on health issues in relation to a client's product.
- Formulated strategy and messaging for internal communications that improved employee satisfaction and retention (78% to 85%) at an industry leader.

PHILLIPS & VENTURE MARKETING Evanston, IL

1998-2010

DIRECTOR & MANAGER

Planned marketing strategy and manufactured promotional materials for clients in diverse industries. Led projects from start to finish, maintaining constant work flow while delivering quality, on time, every time. Built alliances with vendors that offered clients a range of options and price points. Penetrated accounts, and won loyalty by delivering creative solutions. Oversaw manufacturing and

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inventory in a way that controlled costs. Identified and leveraged viral trends with a special interest in urban culture and creativity. Networked at various industry trade shows.

- Transformed company from apparel manufacturing to a full service promotions company.
- Developed expertise in color theory and related trends that impact branding.

EDUCATION:

UNIVERSITY OF INDIANA Bloomington, IN
B.A., Business & Communications

COMPUTER

SKILLS:

MS Office: PowerPoint, Publisher, Excel, Word, Outlook

Social Media: Facebook, Twitter, Pinterist, LinkedIn

Adobe CS: Photoshop

PC & Mac