**Jillian Smith**

917-992-3692  **Portfolio and Case Studies:** [**www.jillian-smith.com**](http://www.jillian-smith.com)

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**Experience:**

***Sept. 2001-present* *Strategic Marketing & Communications Consultant***

**Clients include:**

*Y-3/adidas, Airwalk, Ariat, threeASFOUR, LOGO/NBC, Jen Kao, Rubin Chapelle/192 Doves, Mavi Jeans, Screaming Mimi’s, Mercedes Benz, Jenni Kayne, Derek Lam, Dennis Basso*

**Agencies include:**

Scream, OW! PR, BPCM, People’s Revolution, Turner, IMG

* Provide strategic guidance and planning in the areas of brand positioning, public relations, digital marketing, influencers and events
* Develop guidelines for internal and external brand communications
* Consult and provide introductions to strategic partnerships, ad value and collaborations
* Develop and implement on- site content via social tools on channels such as Instagram, Facebook, Tumblr and Twitter
* Manage events including fashion shows, auto week launches, celebrity carpet
* Manage press outreach and secure coverage with top-tier publications such as *Vogue, GQ,* *Esquire, Elle, Harper’s Bazaar, Vanity Fair, V Man, New York Times, USWeekly*

***July 2010-May 2013* *Sr. Director, Integration/Development* *TURNER***

**Clients include:**

Eddie Bauer/First Ascent, Filson, K-SWISS, New Era, Four Seasons Mountain Collection, OtterBox, Ariat, Park Hyatt Beaver Creek, Travaasa Destinations

* Senior lead with responsibilities split between Denver and NYC offices
* Created tailored goals, objectifies, strategies and tactics driving in-store retail, database growth, influencer conversion and e-comm sell-thru
* Lead integration efforts between traditional PR and digital team as well as among external marketing and advertising partner agencies
* Created and managed such as K-SWISS x Kenny Powers receiving social engagement from unpaid notables including Justin Bieber, Marilyn Manson and Some ECards. Exclusive Facebook video content received approx 500K views
* Created campaign strategy and contracts with external partners such as Jillian Michaels, MLB, NFL, Foot Locker, AT&T, Ironman and LA Marathon
* Developed marketing “stunts” and consumer extensions for industry trade events such as NYFW, SIA, PROJECT and CES
* Launched influencer programming within the agency
* Introduced new channels and strategies including WhoSay, Pinterest, Tumblr, SoundCloud and Pose
* Provided strategic traditional PR outreach for product placement, brand stories and event management
* Developed agency protocol and documents throughout new business, plans, proposals, tactical execution, etc.
* Co-led new business development with VPs and CEO with contracts over $500,000 in the last 6 months
* Hired as a digital AE, promoted to digital SAE and later to Sr. Director

***2013-2016*  *Realtor/Broker Associate PORCHLIGHT***

* Created professional team for optimal client service: lender, title company, professional contractors & vendors and marketing associates
* Developed strategic purchase and sales strategies for individual clients ranging from $105k to $1.3m properties
* Implemented internal processes for business development and growth leading to a 95% referral based business in two years; 100% in three years.
* Doubled sales growth year over year
* Earned affiliations as a Certified Negotiation Expert, Eco Broker and Certified Denver Market Expert

**Additional Employment:**

**PR Manager**, Cotton Inc.; Freelance **Lifestyle** **Writer** (including Life & Style, Page Six Magazine); **Marketing Assistant**, W Hotels Worldwide; **Editorial Assistant**, Paper Magazine

**Areas of Expertise:**

Brand Strategy, Brand Identity, Marketing Communications & Promotions, Digital & Social Media Campaigns, Public Relations, Special Events, Influencer Relations, Sponsorships & Programming, Google AdWords & Analytics Certified

**Interests/Affiliations:**

Skiing (alpine and AT), trail running, fly fishing, ranching, equestrian sports, conservation, contemporary art, artisanal product development. Colorado Mountain Club, Denver Dumb Friends League, Denver Rescue Mission.

**Education:**

***2004: Fashion Institute of Technology***

BS: Advertising and Marketing Communications

***2004: Columbia University***

Continuing Education: Journalism