



JOSH SMITH

HEAD OF MARKETING
CAMPAIGNS & TECHNOLOGY

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Location: New York, NY

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SKILLS

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CREATIVE SKILLS

- Adobe Creative Cloud & Celtra
- Branding & Identity
- Web Design, HTML5 & CSS3
- Animation, Copy, Video & Audio
- Graphic & Motion Design

MARKETING SKILLS

- Integrated Marketing & Pre-Sales
- SEO, SEM, Content Marketing
- Salesforce, Marketing Cloud, Pardot
- Acquisition & Customer Engagement
- Customer Journeying & Campaigns

LEADERSHIP SKILLS

- Ideation & Creative Direction
- Marketing Strategy & Processes
- Communication
- PM & Teamwork
- Tactical & Analytical

SUMMARY

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A proven leader of US and international marketing organizations responsible for achievements in increasing monthly recurring revenue from \$2 million to \$5 million in a single year offers expertise in developing successful business strategies and creative solutions to both B2B and B2C clients. Equally known for creating dynamic integrated marketing campaigns and implementing transformational marketing technologies that attract new prospects and engage current customers. A proficient top manager and profit-minded leader that has helped enhance the reputations of over 15 Fortune 500 companies like Nike, Ford, Hewlett-Packard, Emerson, Fluke, and MTV to name a few.

EXPERIENCE

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2020 - PRESENT

BLANKET FORT INC. | NEW YORK, NY | DIGITAL MARKETING CONSULTANT

Develops, packages, and communicates creative, integrated and results-driven marketing programs (Pre to Post-Sale) that generate revenue for companies like Digital Trends, Samsung, Apple, and more.

- Collaborates across various departments (Sales, AdOps, Branded Content, Social Media, and Editorial) to develop/package programs to partner with sales teams to position and sell the ideas.
- Ideation and strategic proposal writing: Develop high impact marketing and media campaigns for advertisers across digital, print, mobile, video, audio, social, and event/experiential platforms.
- Tasked with developing brand materials, promotional emails, collateral, and various sales tools to support revenue goals including development of sales opportunities, insights, and trends analysis.

2016 - PRESENT

WEX INC. | NEW YORK, NY | HEAD OF MARKETING CAMPAIGNS & TECHNOLOGY

Responsible for the demand generation and cross-sell/engagement initiatives of the Marketing Department by actively contributing to the strategic, long-term marketing initiatives of the company.

- Develop all lead generation initiatives and customer journeys including multi-channel inbound/outbound B2B marketing strategies and campaigns.
- Produce cross-sell and engagement campaigns and initiatives across multiple product lines and delivery channels.
- Manage and execute the integrated marketing strategy of all digital campaigns while collaborating with Sales and Product Development in support of new organizational initiatives.

2015 - 2016

INSTAPAGE, INC. | SAN FRANCISCO, CA | [MARKETING TECHNOLOGY DIRECTOR](#)

Improved recurring revenue with four international teams to a \$3 million a month increase through strategic marketing, a company rebranding, and the evaluation of future market trends.

- Optimized new uses for existing products by 31% through the analysis of statistics regarding market development, the research of customer data, and the consultation of internal and external sources.
- Grew market share by 27% by developing marketing plans for each product and directing promotional support; completing production requirements for digital marketing, SEO, and video.
- Increased revenue per SaaS client by \$7,220 through the elimination of a freemium model and the updating of customer service sales training.

2012 - 2015

MITCHELL+PALMER, LLC | BOISE, ID | [PRE-SALE MARKETING DIRECTOR](#)

Expanded all interactive content and digital marketing projects for client initiatives by 82% contributing to marketing effectiveness by identifying short-term and long-range issues in marketing campaigns.

- Maximized relations with customers and increased revenue per client by \$101,000 through the organization and development of specific integrated marketing programs.
- Enhanced department and organization reputation by developing Pre-Sale processes for new and different requests; explored opportunities to cross-sell existing clients.
- Improved integrated marketing quality results by 43% by studying, evaluating, and re-designing creative processes; implementing changes.

EDUCATION

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2011 - 2014

BOISE STATE UNIVERSITY | [M.E.T., MASTER OF EDUCATIONAL TECHNOLOGY](#)

Graduate Dean's List

GPA: 4.0

2011 - 2014

BOISE STATE UNIVERSITY | [T.I., TECHNOLOGY INTEGRATION CERTIFICATE](#)

Graduate Dean's List

GPA: 4.0

2006 - 2009

ASHFORD UNIVERSITY | [B.A., BACHELOR OF BUSINESS MANAGEMENT](#)

Graduated Summa Cum Laude

GPA: 4.0

2000 - 2003

FULL SAIL UNIVERSITY | [B.A., BACHELOR OF RECORDING ARTS](#)

Graduated Summa Cum Laude

GPA: 4.0

HONORS

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[2017 WINNER'S CIRCLE](#)

WEX Inc.

Outstanding Quarterly Results and Excellence in Exceeding Goals

[2017 - 2021 PRESIDENT'S CLUB NOMINEE](#)

WEX Inc.

A Selective Honor that Recognizes Excellence and Outstanding Performance

[2018 WEX SPOTLIGHT AWARD](#)

WEX Inc.

Superior Individual Contributions that Aid Growth and Innovation