

Jane A. Smith

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CAREER HIGHLIGHTS

Digital Adaptation: Designed & implemented a transition from paper-based tasks and media orders to digital requests housed on Microsoft Task Planner, allowing for technical support ticket submission via email

Creation of New Offerings: Guided a templated digital media package targeting franchisee and co-op programs to enable clients of various budget levels to participate in a full-funnel marketing strategy

Web Development Standardization: Built a comprehensive, multisite environment in WordPress to manage 50+ internal and external websites through a single access point, allowing for easy replication of order entry systems for multiple clients



KEY EXPERTISE

Microsoft Office (Excel, PowerPoint, Teams), WordPress, Google Ads, Meta Ads, GTM, Centro, TapClicks, MySQL, Web Design (UI/UX, Responsive, Mobile), Data Analysis, Media Strategy, Leadership, Education, Problem Solving

PROFESSIONAL EXPERIENCE

Director of Digital, Synchrony Marketing Solutions | 2017 – Present

- **Led digital team of 5** and strategized current and upcoming campaign investments across paid search, social, video, programmatic, geo-fenced display, and email media channels
- **Scheduled automated weekly & monthly reports** on performance & budgets of digital tactics within the media mix
- **Pitched new & existing clients** on offerings & innovative media outlets to increase reach & budget capabilities
- **Managed web servers**, including tagging & tracking implementation, for various internal & external clients
- **Collaborated with external vendors and subcontractors** for specialized project support

Web Development Manager, Wayne Enterprises | 2010 – 2017

- Spearheaded rebuild of Home & Garden multi-market website inside an ads-based web creation platform, collaborating closely with external developers & other key stakeholders to improve UX and SEO
- **Executed over 100 email campaigns via Constant Contact** to over 35k subscribers of online couponing, generating a 25% average click-through rate
- Designed, implemented, and managed over 50 internal & external company websites
- **Designed new paid e-commerce agency offering** for a prominent dealer network of pet containment systems
- Arranged high-profile client meetings to quote pricing for new projects and convey SOW documentation
- Established a multisite subdomain dealer network to reduce the cost of website hosting & management
- **Designed a mobile-targeted online couponing system** for in-store digital coupon redemption
- **Pioneered website tracking capabilities** by integrating Google Analytics (UA & GA4) with Google Tag Manager
- Tracked and reported website traffic via Google Analytics
- Managed remote web servers and singlehandedly executed an entire server migration project

Founding Partner, Dinoco, LLC | 2007 – 2010

- Researched initial business idea for web-based accounts receivable platform & developed business plan to execute across R&D, finance, marketing, and operations
- Designed multiple elements of the website including product pages & optimization for conversion rate & SEO
- **A/B tested application for user experience** and personally performed ongoing development & routine maintenance
- Supported all customer account issues via phone and email & based monthly improvements on feedback
- **Documented usability best practices** to train user base on common procedures
- Maintained database of front-end & back-end SEO elements including logins, sponsorships, and keyword targets
- Managed both in-house optimizations and outsourced projects to ensure on-time project completion

ADDITIONAL EXPERIENCE

Owner, Angered Peanut Designs, LLC | 2016 – Present

- Managed and hosted 20+ websites for clients, implementing direct code to support site elements including HTML5, CSS3, SCSS, and Javascript/jQuery
- Pitched businesses on new projects, developed scoping documentation, and sub-contracted tasks as needed
- Grew Aperture's conversion rate by 190% on landing pages by improving upon previous implementations

Web Designer, Aperture, LLC | 2009 – 2010

Database Operations Technician, Sourceform | 2004 – 2007

EDUCATION

B.S. Management Information Systems, University of the Cumberland | 2004