

MISTY SMITH

Manufacturing and Digital Marketing Specialist

CONTACT

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mistymistyllynn.com

SKILLS

Advanced Functions in Microsoft Excel
Adobe Creative Cloud
Package Engineering
Google Productivity Apps and Product Feed
GS1 Compliance
1WorldSync
Thomasnet WebTrax
E-Commerce Management
Markem-Image/COLos Create
Web Development
Project Management
Amazon, Walmart, and Target Onboarding
PIM and DAM
GFK Content Syndication
D&B Hoover's Audience Builder
HubSpot CRM
WordPress

EDUCATION

Digital Marketing Certification
Cornell University
2018 - 2019

B.A. Communication
University of Arkansas
2014 - 2018

PROFESSIONAL AFFILIATIONS

Nat'l Association of District Export Councils (NADEC)
Promotional Products Association Int'l (PPAI)
Women's Business Enterprise Nat'l Council (WBENC)
Int'l Fresh Produce Association - Block Chain Task Force

SUMMARY

As a Manufacturing and Digital Marketing Specialist with nearly 15 years of experience, I have a proven track record of developing successful digital marketing campaigns and leveraging technology to improve customer engagement, optimize marketing spend, and drive measurable results through data-driven decision-making. I possess a unique skill set ideally suited for manufacturers operating in the Consumer Packaged Goods (CPG) industry.

WORK EXPERIENCE

Creative Director | 2018 - Present
Alliance Rubber Company

Noteworthy Accomplishments

- Consistently generating approximately 30% of annual new business through my digital marketing initiatives.
- Delivered a \$3.8M revenue increase in 2021 through strategic marketing campaigns.
- Achieved a record Return on Advertising Spend (ROAS) of \$31.16 in 2020, marking the highest in the company's 98-year history.
- Revamped and optimized the rubberband.com website, resulting in a 54% surge in page views and a 64% reduction in bounce rate within the initial three months of deployment.
- Led a successful media relations strategy resulting in prominent features in renowned outlets such as The Wall Street Journal, BBC News, NPR Radio, and CBS 60 Minutes, including product appearances with the POTUS.

Marketing Manager | 2014 - 2018
Burke Pharmaceuticals

Noteworthy Accomplishments

- Successfully expanded existing e-commerce product line onto major online marketplaces (Amazon, Walmart, Google Shopping), leading to a quadrupling of sales within 60 days and sustained year-over-year growth at 135%.
- Introduced CRM program to analyze buyer personas, purchasing trends, and market channels, resulting in a notable 25% improvement in customer engagement and retention.

Business Development Manager | 2009 - 2014
Steamatic Disaster Recovery

Noteworthy Accomplishments

- Orchestrated and delivered quarterly continuing education sessions to cultivate strong connections with insurance agents and adjusters.
- Pioneered a YouTube platform, producing content centered on effective strategies for mitigating home losses.
- Authored a comprehensive Disaster Preparedness guidebook and developed an accompanying mobile application tailored for the local community.