

JOLENE SMITH

Marketing Director

📍 Salt Lake City, Utah

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🌐 www.linkedin.com/in/jolsmith

EDUCATION

Bachelor of Arts in Mass
Communication, Auburn University

Skills

Strategic Marketing / Planning &
Innovation

Brand / Content Strategy /
Development

Marketing Automation / Campaign
Strategy / Execution

Public Relations / Social Media
Strategist

Event Management

Go to Market Research / Planning /
Messaging

Brand Steward / Visionary

Website Strategy / Messaging /
Development / SEO / SEM

National Account Management

Project / Program / Product
Management

Customer Segmentation

Thought Leadership / Vision / Goal
Setting

Cross-Functional Team Leadership

Customer Centricity / CRM

Training / Leadership / Mentorship

Negotiations / Contractual
Partnerships

Strategic Sales

Medical Marketing

Creativity / Persuasion

Emotional Intelligence

Adaptability

Execution & Results

Account-Based Marketing Strategy /
Program Development

Executive Summary

A rising strategic marketing leader, brand innovator, and pragmatic bridge builder who is piloting business-centric roadmaps, empowering independence, and inspiring the next generation of enterprise growth in multi-million dollar organizations. Experienced strategist for creative ideation, managing and growing the demand generation, go-to-market, operations, strategic sales, account management, marketing, project management, financial modeling, medical marketing, and enterprise transformation. A visionary who serves as a catalyst by delivering repeatable, sustainable, and predictable marketing-generated revenue in key global regions via integrated marketing campaigns. A driver of continuous improvement who is maximizing performance through a results-driven experimental approach, both in existing channels and by experimenting with new channels and techniques, transforming complex obstacles into profitable solutions.

Marketing Thought Leader

Data Analytics & Cross-Functional Operations Innovator

Digital & Strategic Alchemist

Transformational Leader / Collaborator

Team Mentor / Trusted National Business Partner

'An exceptional Marketing Director and Creative Ideator, with passion, and the drive for results...'

"Jolene is a Creative Force to be reckoned with! I have had the fortune of working with many talented people and Jolene ranks at the top. She is an extraordinary relationship builder with clients and has an extraordinary ability to understand their strategic needs and provide the appropriate solution. Her passion for high-quality work is a key driver in her amazing success." – Director & Chief Strategy Officer

Professional History

2014 -
Present

Owner / Marketing Director

Theory Brand Agency

- Spearheads all strategic sales, planning, vision, and development of a \$3 million dollar marketing and brand enterprise management platform for business owners, entrepreneurs, and national account teams; cross-functional collaboration with national partners, finance, logistics, and e-commerce teams.
- Ignited massive growth of this start-up from zero to 3 million dollars in sales in less than one year; continued year over year growth.
- Surpassed growth expectations by 300% as a result of creative ideation, creative direction, and procurement of custom specialty inserts for a national subscription food box.
- Led all strategic vision and creative direction for a fast-growing beverage brand and the number one brand in the mixer category.
- Brand management, business management, strategic planning, and brand consulting driving consumer promotions.
- Achieved massive success through the creation and procurement of unique GWP items for a retail perfume brand; exceeded expectations and won the next 2 rounds of perfume launch GWP for the brand.
- Facilitates on-premise and off-premise marketing promotions.
- Ideation and procurement of regulated industry direct mail promotions.
- Develops, identifies, and drives innovation and value for client marketing projects.
- Successfully manages multiple large projects to completion.

SKILLS

Collaboration/Communication

Supply Chain / Channel Strategies

Go-to-Market Strategy

Strategic Enterprise Transformation

Merger / Acquisitions

Collaborative Thought Leadership

Influence / Resilience / Integrity

Conflict Resolution / Compliance

Continual Process Improvement

Operational Assessment / Excellence

Business Process Management

Digital Transformation

Certifications

- Fashion Apparel Masterclass
- Developing a Style Guide
- Foundations of Typography
- Logo Trend Report
- Social Media Marketing for Small Business
- Advanced Branding
- Branding Fundamentals
- Creating and Adapting a Logo
- Design Aesthetics for the Web
- Foundations of Branding for Designers

Recognition

- Guest Speaker for Wake Forest University Entrepreneur Program.
- Adjunct Professor for Branding and Marketing Class at Broadview Entertainment & Arts University.
- Founded 'The Pink Effect' to raise awareness and money for breast cancer research. Recognized by 'Oprah Magazine' and 'Crocs Cares' for Women Giving Back.
- Mylan Bertek Pharmaceuticals Training Award Recipient
- National Contest Award Recipient
- Summer Sales Award
- Chairman's Club Nominee
- President's Advisory Board Member
- Rookie of the Year Award
- Territory Sales Manager Award
- Employee of the Month 4X
- Newcomer of the Year Nominee
- Achievement in Excellence Award

- Collaborates amongst multiple channels and agencies.
- Brand leader and collaborator that is consumer aware and focused.
- Entrepreneurial spirit; identifies consumer and market trends. acquires new ideas, and drives results for clients.
- Product innovation of products/packaging to drive promotions.

2011 - 2014 VP Business Development am3 adsource

- Orchestrated all business development, strategic sales, marketing, execution, PR, strategic vision, product development, and project management; collaborated with Fortune 500 accounts, including Salix Pharmaceuticals, Reynolds American, SFNTC, BFG Communications, Fusion-io, and QLogic.
- Shaped and supported unprecedented growth of 1400% to \$4.5 million dollars in 3 years.
- Conceptualized and authored a complete rebranding of a company from start to finish; logo design, website design, marketing, collateral, and marketing.

2010 - 2011 Client Services Director

Bensussen Deutsch & Associates (BDA)

- Championed client services and collaborated cross-functionally with Sales, Operations, and Brand Marketing to procure products domestically and globally; hired, coached, and mentored a team of 8 Account Managers and National Account Managers.
- Architected and implemented strategic sales and marketing for Fortune 500 pharmaceutical accounts, including Abbott, Allergan, Amgen, Genentech, GlaxoSmithKline, Johnson & Johnson and Lilly.
- Ignited personal sales goal of \$6 million dollars and a team sales goal of \$13+ million dollars.
- Developed sales team members through leading and influencing; dramatically reduced turnover and increased employee retention.
- Piloted all training and development for team members as well as administering annual performance reviews.

2007 - 2010 National Account Manager

Bensussen Deutsch & Associates (BDA)

- Pioneered strategic account management for sales, marketing, and new business development: Allergan, Amgen, Countrywide, General Mills, and Toyota Racing.
- Drove exclusivity for BDA; Captured 90% in each account.
- Coached, trained, and mentored the sales team to surpass a set sales goal, while maintaining operating expenses.
- Conducted extensive product and market research to strengthen client brand and sales leverage.

2005 - 2007 Account Manager

Bensussen Deutsch & Associates (BDA)

- Drove sales goal by more than 30% by propelling new business; Won \$2+ million dollars in sales growth; gained buy-in and secured exclusivity on accounts.
- Galvanized clients' marketing strategies, brands, policies, procedures, testing standards of goods, regulatory, and compliance.

2002 - 2005 Territory Sales Manager II

Mylan Bertek Pharmaceuticals

- Optimized pharmaceutical product sales to Dermatologists, Neurologists, Pediatricians, Gastroenterologists, Internists, and Family Practice; fostered relationships, strategic planning, selling, and enhanced understanding of coverage and reimbursement.
- Increased sales by 207% and market share by 9% in 11 months.
- Multiple Sales Award Winner; selected as team leader for division, field point person, and sales trainer.