

Kensie Smith

Marketing • Content • Design

PROFILE

Driven creative and marketing professional with experience building online presence and high-performing teams for brands.

A unique mix of analytical and creative expertise with proven results.

Passionate and reliable when working solo or as a team.

Nimble enough to produce short-term results while upholding long-term strategies and focusing on lasting success.

CONTACT

Salt Lake City, UT
(Open to remote/relocation opportunities)
801.824.2794
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EDUCATION

BA Visual Arts
BRIGHAM YOUNG UNIVERSITY

SKILLS

Adobe Creative Suite (Illustrator, InDesign, Lightroom, Premiere, Photoshop, Dreamweaver)

Design (brand, product, editorial, web/email)

Organic social media growth

HTML for email and web

Defining and reporting KPIs

Building cohesive teams

Senior Manager of Social Media

DESERET BOOK COMPANY | OCT 2022–JUN 2023

Developed and implemented social media strategy for 7 brands (30+ channels totaling an audience of 3M) to increase reach and revenue. Brands spanned retail, publishing, subscription apps, podcasts, news media, events, and entertainment industries.

- Identified optimal social media marketing team structure and hired for needed roles
- Developed and maintained relationships with authors, artists, and content creators to better highlight them and their products through brand social media channels
- Created content for flagship social media accounts and provided visual brand guidelines to assist in the creation of content for other brands
- Managed a team of 5 to aid in the creation and posting of 40–80 social media posts per day across channels (Instagram, Facebook, Twitter)
- Established guidelines and processes for content creation and execution
- Provided weekly, monthly, quarterly, and annual reports for stakeholders
- Stayed up to date on industry trends, identified patterns in social media performance, and used data-driven insights to adjust strategy and processes
- Determined how to best utilize team bandwidth to achieve department-level goals and support company KPIs

Manager of Social Reach & Attribution

DESERET BOOK COMPANY | JUL 2020–OCT 2022

Designed and maintained branding for 30+ social media profiles, web, and email. Managed team of up to 6 content creators and social media specialists.

- Managed 2021 website overhaul: UX and UI design strategy, oversaw project logistics and was the point of contact for contracted design firms
- Designed branding for 5 podcasts and created assets for web, email, and social media and designed a book and 2 workbooks cover to cover
- Aligned editorial, marketing, and media teams to a cohesive marketing strategy
- Tasked with synthesizing Deseret Book in-store and online marketing initiatives upon company reorganization and team mergers

Digital Marketing & Design Specialist

DESERET BOOK COMPANY | OCT 2019–JUL 2020

Used both marketing and design skills to create content that effectively met brand needs and resonated with followers. Studied trends, developed new skills, and implemented innovative ways to engage digital audiences.

- Developed efficient processes for producing 900+ visual assets per month
- Coordinated with stakeholders to align digital content with brand priorities
- Trained and supervised Social Media & Content Creation Intern
- Identified areas for growth and mastered new technical skills to achieve them
- Prioritized tasks and maintained an organized asset management system to ensure the team had deliverables prior to deadlines

Content Marketing Specialist

LDS LIVING | JAN 2017–OCT 2019

Played a dynamic role in a small team to produce a vast amount of meaningful content for multiple brands. Adapted to shifts in strategy and various overall priorities for the company.

- Designed engaging content for flagship accounts and passion pages
- Developed branding for podcasts and passion pages
- Created assets to promote events, key products, and podcasts
- Work with ad sales department to keep digital ad inventory and placement up-to-date

Content Marketing Intern

LDS LIVING | AUG 2016–DEC 2016

Worked with a small team to increase social leads to website and track revenue.

- Built and sent daily email newsletter
- Promoted company products through written articles and social media posts
- Created weekly reports and shared actionable insights and noticeable trends