



THOM SMITH

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FOCUS

Marketing and Communications leader with a background in strategic leadership, branding, direct marketing, lead generation, content strategy and graphic design.

I help businesses meet revenue goals and effectively communicate their unique qualities in the marketplace by building accountable teams that implement strategic, multi-channel marketing and communications plans.

THE CHRONICLE OF HIGHER EDUCATION

The Chronicle is the leading information provider for higher education institutions.

Roles at The Chronicle

Sr. Marketing Manager – January 2017 to Present

Key Responsibilities & Major Accomplishments

Lead Management & Product Marketing

- More than doubled response rates for lead generation campaigns, doubling and sometimes tripling the conversion rates of individual efforts.
- Improved conversion rates on landing pages to meet qualified lead goals in half the time as before I began.
- Shifted marketing programs from product-centric only, to incorporate customer value propositions following needs-based research.
- Outlined recommendations to improve lead development and sales process for institutional selling. Many of these have been considered and will be implemented in 2018.

Corporate Communications & Branding

- Developed new brand messaging for revamped product line by identifying unique value proposition.
- Outlined new strategy for company-wide, marketing communications. Established plan to implement strategy in short, medium and long-term with KPIs and other milestone objectives.
- Identified opportunities to improve SEO across all customer-facing web sites.

Team Building

- Responsible for developing and managing a team of marketers who manage projects across business units and ensure marketing campaigns meet goals on time and on budget.
- Discover each team members' intrinsic talents; lead by empowering individual contributors, while aligning work to career goals.

Market Research

- Used existing customer research to inform decisions and strategy.
- Planned for subsequent research to fill gaps in customer knowledge and validate assumptions taken from previous data.

EDU

MA, Publications Design
University of Baltimore
2002 to 2006

BA, Journalism
Indiana University of
Pennsylvania
1994 to 1998

SKILLS

Marketing
Automation

Lead/Demand
Generation

Lead Scoring

Market Research

Audience Analysis

Web Metrics
Analysis

Direct Marketing

Digital Marketing

Content Marketing

Team Building

Corporate
Communications

Corporate
Branding

Writing and Editing

Online Product
Development

SEO/SEM

Social Media

Graphic Design

Simple Video
production/editing

RISI

RISI is a global B2B information publisher for the forest products industry.

Roles at RISI

Vice President of Marketing – March 2014 to December 2016

Director of Marketing & Customer Insight – January 2013 to March 2014

Director of Marketing – January 2010 to January 2013

Director of Online Products – December 2008 to January 2010

Key Responsibilities & Major Accomplishments

Lead Management & Product Marketing

- Tripled profit margin in two years following 6 years of near-flat growth by introducing new strategies and technologies that eliminated under-performing product lines and more closely aligned marketing to sales.
- Increased MQLs and bookings by 15-25% each year leading the marketing team.
- Used best practice marketing automation strategies to build lead scoring programs that increase the number and quality of leads passed to sales.
- Streamlined 200+ products into 12 distinct marketable packages to drive greater revenue per contract.
- Grew product line from \$250k annual revenue to \$1.2M.
- Effectively transitioned a print product producing \$300k into a SaaS solution that generates \$1.2M annually.
- Built a full customer lifecycle marketing strategy to nurture prospects to customers and then grow those accounts year over year.

Global Corporate Communications & Branding

- Developed a new corporate communications strategy to better align the business with our customers' needs.
- Led project to redesign corporate web site, to match our new corporate communication strategy and better prepare prospects to speak with sales.
- Led a European initiative to improve brand awareness by building long-term relationships with industry associations and organizations.

Team Building

- Responsible for developing and managing a global team of marketers and consultants to meet goals aligned with sales targets.
- Discover each team members' intrinsic talents; lead by empowering individual contributors, while aligning work to career goals.

THE BALTIMORE SUN

The Baltimore Sun is the leading source of news for metro-Baltimore.

Roles at The Sun

Dir. Interactive Product Development – September 2007 to November 2008

Interactive Creative Services Manager – June 2006 to October 2007

Sr. Web Designer – March 2004 to June 2006

Web Designer – September 2000 to March 2004

Key Responsibilities & Major Accomplishments

Product Development & Media Sales

- Developed and sold new online revenue sources that drove year-over-year growth for The Sun and its advertising clients.
- Developed and sold online video service that more than doubled its revenue investment in the first year of deployment. The program became such a success that it was adopted by other newspapers across the Tribune Corporation.
- Developed and sold a customizable sweepstakes program that generated qualified leads for Sun advertisers by aligning prizes to interests of top sales prospects.
- Created award-winning digital ads for advertising clients.

Corporate Communications and Branding

- Led the company's web site through a major re-branding effort.
- Promoted and built the company's online businesses through community relations, events, digital marketing and traditional advertising.

Team Building

- Organically grew to eight-person team of designers, developers, project managers and videographers.