

THOM SMITH

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

My experience includes strategic leadership, branding, direct marketing, lead generation, content strategy and all things digital.

THE CHRONICLE OF HIGHER EDUCATION

Sr. Marketing Manager – January 2017 to Present

Lead Management & Product Marketing

- More than doubled response rates for lead generation campaigns, doubling and sometimes tripling the conversion rates of individual efforts.
- Shifted marketing programs from product-centric only, to incorporate customer value propositions.
- 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 Leadership

- Responsible for managing a team of 2 marketers and 1 copywriter 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, and align work to career goals.

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

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.

- 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

- Based on extensive customer research, 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 Leadership

- Managed a global team of 5 marketers and 3 consultants to meet lead and revenue goals.

THE BALTIMORE 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

Lead Development & Product Marketing

- 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.

Team Building

- Organically grew to a team of 8 designers, developers, project managers and videographers.

EDUCATION

MA, Publications Design
University of Baltimore
2002 to 2006

BA, Journalism
Indiana University of
Pennsylvania
1994 to 1998

SKILLS

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|------------------------|---------------------------|-----------------------|
| • Corporate Branding | • Direct Marketing | • Online Product Dev. |
| • Team Building | • Digital Marketing | • Graphic Design |
| • Marketing Automation | • Social Media | • Online Video |
| • Lead Generation | • Digital Advertising | • HTML |
| • Lead Scoring | • Content Marketing | • Adobe Creative |
| • Lead Nurturing | • Telemarketing | • Google Analytics |
| • Market Research | • Direct Mail | • Adobe Analytics |
| • Audience Analysis | • Corporate Comms | |
| • Web Metrics Analysis | • Copywriting and Editing | |
| • Campaign Analysis | • Email Marketing | |