

# DANIELLE SMITH

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## PROJECT MANAGEMENT & MARKETING SPECIALIST

PEOPLE & OPERATIONAL LEADERSHIP • NEGOTIATIONS • BUSINESS STRATEGIES/EXECUTION

*Expertise in planning, procuring, and executing projects while also driving pristine marketing strategies/solutions.*

Dynamic & performance-focused professional in the TV/Film, publishing and video game arenas with comprehensive experience in directing the planning, procuring and execution of a variety of projects. Track record of creating engaging and strategic sales-driving content for social marketing channels. Expert in brand positioning & revenue growth strategies while championing a strong focus on staff, team building, and client satisfaction. Skilled in writing, editing and public speaking.

### Core Competencies:

Planning/Execution • Negotiations • Client Relations • Client Guidance & Support • Brand Development Initiatives • Technical Content Development • Risk Reduction/Efficiency • Expectation Management/Goal Setting • Marketing Strategies & Campaigns • Social Media Strategies • Community Management • Vendor/Supplier Negotiations • Fiscal Management • Office/Personnel Management

### Technical Proficiencies:

Microsoft Office Suite (including Word, Excel, and Outlook), Google Workplace, CRM tools, and QuickBooks

## EDUCATION

### BRIGHAM YOUNG UNIVERSITY, Provo, UT

B.A., Classical Studies Major, 2007

### UNIVERSITY OF TEXAS at AUSTIN, Austin, TX

B.S., Mechanical Engineering, 2002

## PROFESSIONAL EXPERIENCE

### Centerpost Media/BizTV, Los Angeles, CA (Remote)

2020 – Present

#### Media Sales Executive

Centerpost Limited is a private holdings company that specializes in results driven media, primarily broadcast and digital media services. Working directly in a B2B business model assess the needs of qualified business owners and offer services specifically tailored to their marketing needs.

- Generate revenue for the company through direct contact with business owners and operators, B2B.
- Working closely with our Sales Manager and CEO, regularly built media proposals and client facing collateral that led to direct purchases/sales.
- Produce and develop broadcast media as well as social/digital media for new, current, and past business owners.

### LUPINE GROVE CREATIVE, San Luis Obispo, CA

2016 – 2018

#### Agent & Owner

Developed and sold high-quality, writing projects to major publishers, securing favorable publishing contracts on behalf of authors and illustrators with primary responsibilities including proposal development, editing, presenting, and selling to publishers, agreement negotiations, and author/publisher relations.

- Optimized project management and success rates for all current and future projects by advocating for clients in every stage of their careers and concurrently managing multiple writing projects with strict deadlines.
- Raised the quality of the publishing process by translating client desires into compelling literary works while also managing portfolio and illustration critiques, and submission strategizing.

- Achieved and maintained the highest levels of client satisfaction by coaching and caring for clients from before, during and after the publication process, while overseeing production from concept creation to launch.
- Generated revenue for the company by initiating many author-agent partnerships and building client acquisition strategies that produced consistent growth in customer base.

**INDEPENDENT PRACTICE, San Luis Obispo, CA**

2014 – 2018

**Social Media Marketing Consultant**

Developed Social Media marketing campaigns geared towards delivering a clear and concise message across a variety of platforms for a top movie and publishing company (Walden Media and Walden Pond Press/HarperCollins respectively).

- Boosted reach of customer base and social presence by writing and creating content for a variety of social media platforms including Twitter, Instagram, Facebook, Pinterest, Goodreads, and Blogs.
- Implemented aggressive promotional strategies that led to the successful launch of over two dozen book publications including at least a dozen author's careers and at least 6 major film launches.
- Increased customer exposure and helped to communicate the vision of the company regarding upcoming, current, and past projects through building and maintaining a streamlined voice across a variety of platforms.

**RED FOX LITERARY, Shell Beach, CA**

2014 – 2017

**Literary Agent**

Represented children authors & illustrators while driving the success of publication process by developing and sustaining long-lasting relationships with Editors, Publishers, and Authors.

- Championed the publication of over five dozen books through expertly pitching Authors' manuscripts to suitable publishing houses while negotiating favorable publishing deals on behalf of Authors.
- Contributed to a successful career for numerous talented individuals by requesting manuscripts from promising Authors and reading Authors' manuscripts to determine whether they had substantial market potential.
- Maximized the quality of the publication process by coordinating with Authors to suggest necessary changes to their manuscripts while offering Authors guidance, support, and encouragement.

**THERE'S A BOOK AND CHICK LIT REVIEWS, US & UK**

2009 – 2018

**Marketer & Editor**

Oversaw the development and execution of impactful marketing strategies while researching, gathering, and organizing data for content creation, and directing quality and accuracy of content and videos.

- Increased Twitter followers from 0 to over 10k and grew daily blog readers and Twitter reach by over 500% by effectively implementing social media engagement strategies and managing the growth of all social media channels.
- Exceeded company productivity targets for author Beth Kephart's *You Are My Only* by deftly spearheading marketing and outreach campaigns for the book, resulting in a second printing.
- Co-chaired multiple judging panels including the Cybils Awards, Montana State Book Award, and others.

**MUSICIAN'S FRIEND, West Valley, UT**

2007 – 2009

**Training Director**

Successfully managed and coordinated all office training and development. Onboarding new employees weekly and continually scheduling new up-to-date follow-up training programs for new company policies and software as well as training on new products and gear. Oversaw the successful training of over 1000+ employees and built a training program from the ground up.

- Elevated employee performance and retention by training staff as well as examining employee productivity, KPIs, and applied appropriate developmental tools to enable them to deliver expected service.
- Enhanced the employee experience by developing a new training program using new technology with currently accessible tools to provide an easy to access training platform all could benefit from.
- Increased employee satisfaction through newly developed incentive plans and opportunities to receive "free" gear and merchandise through company aligned partners outside of the organization.

**Office Manager & Accountant**

Successfully coordinated all office operations to include managing office personnel and finances and providing efficient administrative and data management services to 100+ employees.

- Enhanced business financial performance by frugally supporting the development and fiscal management of \$6M budget that resulted in an additional 200% profit.
- Elevated employee performance and retention by training staff as well as examining employee productivity, KPIs, and applying appropriate developmental tools to enable them to deliver expected service.
- Boosted employee satisfaction and productivity levels through effectively managing employee payroll, while also resolving employee problems for optimal productivity.
- Delivered 15-20% savings in bottom-line costs by sourcing and negotiating procurement agreements with credible suppliers and vendors, ensuring optimum pricing and quality of services.