

Michael Smart

LOS ANGELES, CALIFORNIA

I am a digital creative with a successful track record working in the advertising and digital media industries. My extensive background in design and vision for effective marketing have propelled me towards my goals.

BONNIER CORPORATION IRVINE, CALIFORNIA

EXPERIENCE

Digital Campaign Manager May 2017 – Jan 2018

- Managed 8-10 key campaigns simultaneously, equating to over \$2 million in ad spend.
- Retained 99.3% of digital ad campaign revenue by working with agencies and advertisers to ensure full campaign delivery.
- Collaborated with sales to develop RFP's based on digital inventory and client KPI's.
- Managed billing trackers for bill-on-actuals campaigns as well as managing digital revenue sheets for the sales team to forecast/see previous monthly revenue amounts.

BONNIER CORPORATION WINTER PARK, FLORIDA

Digital Advertising Specialist Dec 2015 – Apr 2017

- Trafficked banner ad campaigns on brands such as Islands, Saveur, and Working Mother using ad serving tools such as Doubleclick for Publishers, DCM, Sizmek, and many others.
- Set up both on and offsite retargeting campaigns using Krux, DFP, Bluekai, and others.
- Leveraged the use of multiple third-party vendor relationships such as Nativio, AOL One / Pictela, GumGum, StrikeVideo, Teads, LiveIntent and more to develop native articles, rich media units, pre-roll and other units.

VIKING TRAINING GROUP WINTER PARK, FLORIDA

Digital Designer Oct 2014 – Jan 2016

- Branded & developed WordPress and HTML websites for multiple startups.
- Lead marketing efforts by designing print and web materials as well as coordinating SEO, social media, and AdWords campaigns.
- Increased PageSpeed ranking on pal-sec.com from 39 to 78/100

AMERICAN GRAPHIX SOLUTIONS WINTER PARK, FLORIDA

Graphic Designer Mar 2014 – Feb 2015

- Designed various digital media and print materials for clients such as Universal Studios, Disney, True Value, and more.
- Implemented social marketing strategies, generating several leads.

MICHAEL-SMART.COM ORLANDO, FLORIDA

Music Producer & Artist Manager Mar 2012 – Feb 2014

- Produced, mixed, and mastered over 30 artists spanning in genre.
- Managed & developed artists' brand identity as well as coordinated their social media and digital marketing campaigns.

OPEN SKY CONCEPTS SPRINGFIELD, OHIO

Web Designer Jun 2010 – Jan 2011

- Collaborated with other digital designers to develop websites and coordinate social media campaigns for several local businesses.

CEDARVILLE UNIVERSITY
CEDARVILLE, OHIO

**SPRINGFIELD-CLARK
CAREER TECH CENTER**
SPRINGFIELD, OHIO

**SOUTHEASTERN
UNIVERSITY**
LAKELAND, FLORIDA

Computer Technician Jun 2006 – Sep 2009
- Repaired and delivered computers throughout the university's campus

EDUCATION

Multimedia Production Aug 2008 – May 2010
- Achieved Adobe Creative Suite certification.
- Achieved Microsoft Office certification.

Film Studies Jan 2013 – May 2013
- Studied cinematography with a minor in Creative Writing

CERTIFICATIONS

Adobe Certified Associate Dec 2009
- Photoshop, Flash, and Dreamweaver

Microsoft Office Certified Application Specialist Oct 2009

CAPABILITIES

Adobe Creative Suite, Doubleclick for Publishers, WordPress, HTML, CSS, Javascript, Sizmek, DCM, Nativio, Teads, LiveIntent, Silverpop, Google Analytics, Adobe Analytics, Moat, SEO, Krux, Doubleclick for Advertisers, Salesforce, Tableau, Facebook Business Manager, MS Office (Word, Excel, PowerPoint),

REFERENCES

Available upon request.