

# Jessica Lynn Smith

## experience.

### IMG Live

Social Media Manager, June 2014 - Present

- Head up the development of IMG LIVE's social media department and capabilities.
- Created a social media audit process for clients that focus on platform and content strategy. Conduct audits for various clients.
- Stay up to date on the latest trends and platforms. Present new opportunities to senior management and clients.

### National Collegiate Athletic Association (NCAA)

Assistant Director of Social Media Strategy, September 2013 - June 2014

Coordinator of Social Media Strategy, January 2012 - August 2013

- Assisted in the development and execution of the overall NCAA social media strategy.
- Developed the NCAA's platform strategy to manage the vision and goals for the more than 40 NCAA accounts.
- Created and implemented a strategic content package plan for ncaa.org, producing pieces such as "Where the money goes" and "Graduation".
- Served as the social media team lead, content creator and community manager for NCAA wrestling on Facebook and Twitter.
- Increased NCAA wrestling Facebook fans from 143,624 to 305,000+ and Twitter followers from 3,883 to 54,000+.
- Crafted and executed the 2014 NCAA DI Wrestling Championships social media plan, which included robust storytelling for the first time. The plan resulted in 364,248 people engaged on Facebook (more than the entire Facebook audience), 30,479 retweets and a reach of more than 3 million.
- Served as the social media team lead for public relations, developing the strategy for PR efforts in the space.
- Headed the launch of an Instagram account (@NCAASports).

### Atlanta Track Club (ATC)

Marketing Coordinator, February 2010 - December 2011

- Led the ATC's website redesign. Managed the relationship with the agency, ensuring the project was on time and budget.
- Served as the social media manager, increasing Facebook fans from 2,989 to 10,300+ and Twitter followers from 1,131 to 4,000+.
- Wrote all the copy for the ATC's website and microsites.
- Headed the development and launch of the online component of the youth running program Kilometer Kids ([kilometerkids.org](http://kilometerkids.org)).
- Managed the organization's e-newsletters, including Peach Bytes (e-newsletter of the AJC Peachtree Road Race, world's largest 10K).

### Athletes for Hope (AFH)

Athlete Relations, September 2009 - January 2010

- Managed relationships with AFH members (athletes and charities).
- Assisted with the development of the Who Gives campaign, a multi-phased digital campaign nominated for a Classy Award.

## connect.



[@WarJessEagle](https://twitter.com/WarJessEagle)



[socialnsport.com](http://socialnsport.com)



[linkedin.com/in/jessicalynsmith86](https://www.linkedin.com/in/jessicalynsmith86)

## education.

Auburn University

Bachelor of Arts, Mass Communications

Cross Country / Track & Field Scholarship

Student-Athlete

## skills.

Social Media Strategy	Facebook
Community Mgmt	Twitter
Content Strategy	Instagram
Google+	HootSuite
Crimson Hexagon	WordPress
Facebook Insights	Tumblr
Twitter Analytics	YouTube
Social Engagement	Content Creation
Digital Project Mgmt	Copywriting
Blogging	Digital Strategy
Email Marketing	Pinterest

## speaking engagements.

NCAA Emerging Leaders Seminar

The Social You: Personal Brand

January 2014

Tao of Sports Podcast

Social Media and Sports

January 2014

NWCA Convention

How to Grow an Engaged Audience

August 2013

2013 CoSIDA Convention

Social Media Strategies Panel

June 2013