

Jessica Lynn Smith

experience.

Under Armour . Social Media Manager

Baltimore, Maryland . August 2015 - Present

- Social media and content manager for Women's and Youth, developing and driving strategy across platforms ([Instagram](#), [Twitter](#), [Facebook](#), [Pinterest](#) + Snapchat).
- Led one of the largest UGC campaigns for the brand to date, #RuleYourself. The campaign resulted in 1.5B in reach, 3.8M engagements and 37K UGC submissions.
- Manage digital content & media budget, prioritizing spend based on business goals.
- Create and manage creative briefs for digital content. Collaborate with internal creative team on bringing to life the vision at all Women's & Youth social/digital photo shoots.
- In 2016, organic social posts for Women's led to 64M impressions, 2.3M total engagements and a 297% increase in visits to UA.com from the previous year.
- Implemented shoppable Instagram for Women's and consistent product storytelling, resulting in a 803% increase in organic revenue from 2015 to 2016.
- Manage the weekly report on key learnings across Women's social as well as industry news/insights to senior leadership and the Women's brand team.
- Lead category digital meetings to ensure communication, collaboration and alignment across all channels from email to UA.com to performance marketing.

IMG LIVE . Social Media Manager

Atlanta, Georgia . June 2014 - July 2016

- Led the development of IMG LIVE's social media capabilities and strategy.
- Developed social audit process for clients focused on platforms and content strategy.
- Consulted senior management on social media trends and opportunities.

National Collegiate Athletic Association (NCAA)

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

Coordinator of Social Media, January 2012 - August 2013

- Developed the NCAA's platform strategy to manage the vision of 40+ accounts.
- Served as the social media team lead and content creator for multiple sport categories.
- Built NCAA Wrestling into the most engaged audience out of all NCAA sport categories and the second-largest sport audience (next to March Madness).
- Created and implemented a strategic content plan for ncaa.org to educate the public on the mission of the organization.
- Served as the social media team lead for PR, onboarding the PR team and helping to define and drive strategy at key moments and events.

Atlanta Track Club (ATC) . Marketing Coordinator

Atlanta, Georgia . February 2010 - December 2011


- Assisted with the strategy across all digital touch points in the organization, from email to web to social media. Managed the execution of all plans across digital channels.
- Led the ATC's website redesign and managed the relationship with the agency.

Athletes for Hope . Athlete Relations + Marketing Intern

Washington, DC . September 2009 - February 2010

connect.

 [@WarJessEagle](#)

 [socialnsport.com](#)

 [LinkedIn](#)

education.

Auburn University,
Bachelor of Arts, Mass
Communications

Cross Country / Track &
Field Scholarship
Student-Athlete

skills.

Strategic Thinking .
Social Media Strategy .
Facebook . Twitter .
Instagram . Facebook
Insights . Twitter
Analytics . Snapchat .
Content Strategy .
Sprinklr . Adaptability .
Communication .
Blogging . Relationship
Building . Community
Management .

honors.

Named to Business
Insider's "Top 30 people
to follow in advertising
on Twitter" list in [2015](#)
and [2014](#).