

Jess Lynn Smith

experience.

New York Yankees . Sr Manager, Digital & Social Strategy
New York, New York . June 2017 - Present

- Digital and social strategy lead, focused on creative and content.
- Manage paid social budget and strategy, focused on driving ticket sales.
- Work with cross-functional partners on strategies across ticket sales, sponsorships, community initiatives, stadium experience and more.

Under Armour . Social Media Manager
Baltimore, Maryland . August 2015 - May 2017

- Drove the digital and content strategy for Women's and Youth categories.
- Managed agency briefing, strategy and execution for [#ImPretty](#), a fully integrated campaign that celebrates more than "just a pretty face". The campaign generated 2.5M video views, 36M in reach, 200K engagements and 400K visits to UA.com.
- 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.
- 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.
- Delivered weekly report on key learnings across Women's social and industry news/insights to senior leadership and the Women's brand team.
- Oversaw 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 2015

- Led the development of IMG LIVE's social media capabilities and strategy.
- Developed a social audit process for clients focused on platforms and content strategy.
- Consulted senior management on social media trends and business 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.
- Implemented a content strategy for ncaa.org to educate on the organization's mission.

Atlanta Track Club (ATC) . Marketing Coordinator
Atlanta, Georgia . February 2010 - December 2011

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

connect.

 [@WarJessEagle](#)

 [socialnsport.com](#)

 [LinkedIn](#)

education.

Auburn University,
Bachelor of Arts, Mass
Communications

Cross Country / Track &
Field Scholarship
Student-Athlete

skills.

Strategic Thinking .
Digital & Social 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 [2017](#)
(No. 6), [2015](#) and [2014](#).

committees.

Auburn Athletics PR
Advisory Committee
(2015 - present)