

Jess Lynn Smith

experience.

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

- Digital and social strategy lead, focused on creative, content and revenue generation.
- Manage paid strategies across SEM, programmatic and social.
- Revamped digital design efforts, implementing a visual identity for all creative. On-boarded and manage a design agency to assist in content creation.
- Collaborate with sponsorship team on branded content opportunities. Concepted and executed series including Made to Measure, Dugout Cam and On The Road.
- Work with cross-functional partners on strategies across ticket sales, community initiatives and Yankee Stadium events.

Under Armour . Women's Brand Marketing, Digital Lead
Baltimore, Maryland . August 2015 - May 2017

- Led all digital marketing and content strategies for Women's and Youth categories.
- Implemented a creative briefing process for social content. Led all category digital briefs, working closely with the creative team from ideation to execution.
- Coordinated the largest UGC campaign for the brand to date, #RuleYourself. The campaign resulted in 1.5B in reach and 37K UGC submissions.
- Spearheaded #ImPretty, a Women's campaign across product, retail and digital that resulted in 36M in reach. Briefed and managed the relationship with the agency.
- Advised Women's VP of Brand Marketing on category strategies. Created and managed decks, ranging from consumer insights to overall business objectives.
- 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.

IMG LIVE . Social Media Manager
Atlanta, Georgia . June 2014 - July 2015

- Led the development of IMG LIVE's social media capabilities and strategy, integrating the online experience with experiential activations.
- Developed a social media audit process for clients, ranging from Marriott to DIRECTV.
- Consulted senior management on social media trends and business opportunities.


National Collegiate Athletic Association (NCAA)
Indianapolis, Indiana . Assistant Director of Social Media, 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 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 and execution of all marketing efforts.
- 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

honors.

Named to Business
Insider's "Top 30 people
to follow in advertising
on Twitter" list in 2017
(No. 6), 2015 and 2014.

skills.

Strategic Thinking .
Social Media Strategy .
Integrated Marketing .
Creative Briefing . Digital
Marketing . Content
Strategy . Digital
Advertising . Asset
Management . Go-To
Market Planning
Copywriting . Problem
Solving .

organizations.

Auburn Athletics PR
Advisory Committee
(2015 - present)

WISE, NYC Chapter