

# KELSI SMITH

DIRECTOR, BRAND STRATEGY + INTEGRATED MARKETING

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- Portland, OR

## SKILLS

### Social Media:

Meta Business Suite  
Facebook  
Instagram  
TikTok  
Reddit  
X (Twitter)  
Snapchat  
YouTube,

### Tools:

Hootsuite  
Sprinklr  
HeyOrca  
Sprout Social  
Google Analytics  
Meltwater  
Locowise  
Brandwatch  
Mention  
Exploding Topics  
GigaBrain  
YouScan  
Exolyt  
NextAtlas  
GWI

### Programs:

Adobe Photoshop  
Adobe Illustrator  
Adobe Lightroom  
Figma  
Adobe Express  
Microsoft Word  
Microsoft Excel  
Microsoft PowerPoint,  
Keynote  
Smartsheet

## SUMMARY OF QUALIFICATIONS

Award-winning Portland-based professional with 15+ years of experience creating strategic social media, branding, integrated marketing and communications initiatives. Extensive background across a wide variety of industries including food + beverage, wine + spirits, fashion, beauty, hospitality, entertainment, toys, technology, financial services, manufacturing and automotive.

Expertise includes brand building, re-branding, new business development, social media marketing, public relations, earned media, corporate communications, content marketing, creative strategy + planning, content creation + production, influencer marketing + seeding, research + data analysis, cultural strategy, product launches, talent acquisition strategy, content partnerships, event planning + experiential activations, trend forecasting, programming, mentorship + team building. Experience working with start-ups, Fortune 500 companies and multi-billion-dollar global brands.

Outstanding leadership, management, communication and interpersonal skills. Critical thinker, creative storyteller, innovative idea generator, solutions-oriented mindset, team player, able to work in cross-functional environments.

## EXPERIENCE

### DIRECTOR OF STRATEGY AND COMMUNICATIONS

For Good and Co | 2021 – Present

- Built new strategy practice for the agency, hired and mentored team of social, creative, content, and communications strategists.
- Led rebrand of a 40-year-old agency including renewing service offerings.
- Developed creative, campaign, social, and creator strategy for client brands, including:
  - Portland General Electric electric vehicle program “Oregon Electric”; organic and paid social campaign increased electric vehicle rebates by 35%.
  - adidas hockey Reverse Retro launch on organic social, resulting in 100% increase in sales YoY. The campaign was shortlisted for a Shorty Award in 2023.
  - Batanga Tequila brand refresh and campaign drove a 30% boost in depletions.
  - Developed new creative strategy, social playbook, and approach for Alden’s Organic Ice Cream focused on reaching millennial mothers—outperforming benchmarks x8
- Built corporate communications, event, and talent acquisition strategies for:
  - Portland General Electric, Banfield Pet Hospitals, Mars Inc, Daimler Trucks North America, and adidas corporate events teams.

## CLIENT SAMPLE

### Fashion & Beauty

UNIQLO  
Adidas  
Mary Kay  
Timberland  
Sorel  
MAGIC Tradeshows  
Arricci Footwear  
Looptworks

### Food and Beverage

Bonne Maman  
Deschutes  
Bonterra Wine  
Dairy Farmers of Washington  
Hood River Distillers  
Alden's Organic Ice Cream  
Cumulus Coffee

### Technology

Microsoft  
Intel  
Tektronix  
Portland General Electric  
Daimler North America

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## EDUCATION

BA Hons English Literature and Theatre.  
*University of the West of England, UK.*

## EXPERIENCE CONTINUED

### CMD AGENCY Portland, OR

*Director of Social + Public Relations*  
2018 – 2021

- Built and led a dynamic and award-winning social media and PR team:
  - Reduced client spend by 65% through development of an editorial social and digital content team model for data-driven social at scale.
  - Developed remote studio model for quick-turn and live content for Microsoft at Super Bowl 2019.
- Drove new business development:
  - Achieved 70% success rate in new business acquisition via RFP.
  - Led largest new client acquisition since agency independence, with Car Toys.
- Created award-winning content and campaigns including:
  - Won *PR Daily* Content Marketing Award “Best Content Series” with insight and data-driven recipe series for Dairy Farmers of Washington.
  - Increased social engagements by 800% with social strategy and content plan for Dairy Farmers of Washington.
  - Exceeded MQL goals by 107% via paid social lead generation campaigns for JELD-WEN
- Creator partnership campaigns including:
  - Developed and negotiated successful content partnerships for Microsoft Xbox with famed YouTube creators Mr. Beast and Dude Perfect leading to over 75 million views.
  - Generated 24.5 million earned media impressions for Deschutes with a hyper-personalized media and influencer seeding campaign.

### R\WEST Portland, OR

*Director of Social Media*  
2017 – 2018

- Restructured and led the social media department; redefined the social media offering, introduced a content production studio and strategically led social content packages.
- Drove strategic and trend driven social content including:
  - Grew audience by over 200% in 12 months with launch of recipe and original social content for Bonne Maman.
  - Designed social media plan for Intel Retail Edge Program, collaborated with strict Intel governance board.
  - Developed original social media programs for Bonterra Wines and First Tech Credit Union based on consumer insights.
  - Launched Deschutes in cans in integrated marketing effort led by culturally-forward social media content.
- Led innovative global creator campaigns:
  - Produced an international creator program in Paris, France for Bonne Maman exceeded campaign reach goals by 174% due to an engaging program.
  - Led global Intel NUC seeding campaign in USA, Canada, France, Germany, and UK resulting in half a billion impressions via creators.

## EXPERIENCE CONTINUED

- Supported new business development:
  - 75% success rate in new business acquisition via RFP.

### **McBEARD SOCIAL MEDIA STUDIO (FULLSCREEN/WARNER MEDIA) Los Angeles, CA**

*Account Director*

2016 – 2017

- Led the social AOR team for Mary Kay US, directing creative, production, client services, strategy and community:
  - Grew account business by 34% YoY.
  - Directed award-winning, national, community driven, social-first campaign that extended to broadcast and outdoor (Times Square) and resulted in successfully recruiting over 20,000 new independent beauty consultants.
  - Managed strategy and planning for \$1.2 million paid social budget.
- Developed internal production team and studio model for monthly content production used across teams including Disney and Mattel.
- Led the new business team in acquiring Timberland campaign.
- Supported strategy on Disney Princess, Mattel, and Freeform accounts.

### **STYLESMITH SOCIAL MEDIA/INFLUENCER AGENCY Los Angeles, CA**

*Founder + Owner*

2007– 2016

- Founded a social media, PR and influencer agency in 2007, retained clients from start-ups to Fortune 500 companies.
- Developed innovative social strategy and content practice:
  - Created in-house studio and freelance creative network to create quick-turn effective and affordable content at scale.
  - Managed strategy, social presence and content for UNIQLO USA channels.
  - Created social media education programs for emerging brands, internal corporate teams and Fashion Institute of Design & Merchandising School of Marketing.
- Developed content and creator-driven product launches and openings:
  - Launched Looptworks partnership with Southwest Airlines with integrated social, influencer and PR efforts generating over 300 million media impressions.
  - Launched UNIQLO stores with social, content, influencer and experiential programs in major new markets, Los Angeles, Seattle, Boston and Chicago.
  - Produced experiential event for UNIQLO across Southern California engaging over 10,000 Angelenos in-person in free activations.
- Early adopter of creator and influencer programming:
  - Managed a first-of-its-kind global network of bloggers and influencers and created programs for brands such as UNIQLO, MAGIC, W-Hotels.
  - Developed a small business and start-up go-to-market package rooted in social and influencer.
  - Created global seeding programs and activations in partnership with brands such as Lulus, UNIQLO, Urban Decay, and Tarte.
  - Developed first of its kind global creator program and onsite creator content studio for MAGIC tradeshow, still operating at current shows.
- Founded influential global fashion programming:
  - Founded critically acclaimed Los Angeles Fashion Council, legitimizing Los Angeles fashion on a global stage. Secured press coverage in *Vogue*, *Los Angeles Times*, and *Refinery 29*.
  - Created fashion programs in collaboration with British Fashion Council, London Fashion Week and Tokyo Fashion Week.