



# JARRED SMITH

SENIOR MARKETING EXECUTIVE

## Profile

A proven executive level leader in creative digital marketing initiatives. Expertise in developing and successfully executing marketing strategies with measurable results. Well skilled in creating omni-channel dynamic marketing and brand strategies that engage consumers and take away business from the competition.

## Employment History

### Chief Marketing Officer, Voyage Long-Term Care, Oklahoma City

APRIL 2021 - CURRENT

Oversee and direct daily marketing department functions and company operations, direct and manage outside vendors, take ownership of the content creation process, and manage all aspects of public relations through various communication channels. Manage a team of marketing professionals to set the voice and vision for the company.

### Director of Marketing and Branding, Voyage Long-Term Care, Oklahoma City

MAY 2020 - APRIL 2021

Develop and execute extensive marketing campaigns through various digital and print channels. Track success of marketing initiatives through the use of analytics and reporting while managing marketing spend and budgets.

### Manager of Digital Experience, Love's Travel Stops, Oklahoma City

JANUARY 2015 - APRIL 2020

Created a new digital experience department to comprehensively develop, design, build and implement omni-channel marketing experiences on-line, through e-blasts, websites, apps and through a network of digital screens at the store level.

Worked directly with business units to develop compelling content that engages audiences through multiple channels ensuring that a consistent message existed across all platforms.

Managed analytical reporting to report marketing effectiveness and sales impact through the use of metric tools and analytical software.

Oversaw the execution of over 1,800 digital screens in retail locations in 12 months. Implemented content management that allows real time monitoring of hardware and designed content that could be distributed across the screens with pinpoint targeting.

Managed A/B testing for all digital initiatives to track ROI on marketing programs. Increased sales by 12-18% in locations that had the digital signage installed.

Worked closely with the NASCAR and NBA sponsorship programs to create and manage marketing initiatives.

### Manager of Training And Development, United Petroleum Transports

MARCH 2014 - DECEMBER 2014

Managed the implementation of several tech-based solutions to ensure DOT compliance. Created marketing programs and initiatives including iPhone/Android app development, touchscreen kiosks and a learning management system.

### Manager of Training & Development, Love's Travel Stops, Oklahoma City

OCTOBER 2010 - FEBRUARY 2014

Responsible for improving the productivity and training experience of Love's field employees. Responsible for the development, coordination and presentation of development programs and computer based training for all employees. Assessed company developmental needs to drive training initiatives. Identified and arranged suitable training solutions for employees. Creatively designed and implemented methods to educate, enhance performance and recognize success from team members. Utilized company systems as a supplemental tool to enhance training.

## Contact Details

405-465-6070

[jarredksmith@gmail.com](mailto:jarredksmith@gmail.com)

## Education

Associate of Arts (A.A.), Graphic Communications OCCC, Oklahoma City

Bachelor of Business Administration (BBA)  
On-going  
Western Governors University

## Website

[www.jarredsmith.com](http://www.jarredsmith.com)