JENNY SMITH

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EXECUTIVE SUMMARY

Strategic Marketing & Growth Architect with a 20+ year history of scaling e-commerce brands. Proven track record of **scalling DTC brand from $250k to $6.8M in annual sales.** Specializes in merging high-level brand storytelling with deep-stack engineering and AI automation to dominate multi-channel markets. Passionate about visual storytelling, understanding data, and innovation. Expert in **creating & leveraging AI-driven systems** and professional visual strategy to drive multi-million dollar customer acquisition and retention across TikTok Shop, Target, Grove, Faire Marketplace & more.

EXPERIENCE

Director of Marketing | *Beauty by Earth*   **2019 - Present**

- Scaled annual revenue from **$250k to $6.8M total sales for DTC Website**, through high-velocity, creative, ai-powered marketing and strategic innovation.
- Architected internal AI Web App for operational automation, reducing overhead and **increasing productivity by 210%.**
- Engineered proprietary A/B/C testing checkout software, yielding a direct 37% lift in conversion rates.
- Executed successful retail and marketplace launches on TikTok Shop, Target.com, Shein, & Grove
- Directed a **global team across 8 countries,** managing **$2-4M+ in annual ad spend** with consistent positive ROAS.

Director of Growth & Innovation | *Beauty by Earth*   **Oct 2022 - 2023**

- Oversaw 360° visual authority, leading high-budget photoshoots and video assets for global digital campaigns.

Director of Digital Media | *Briggs Freeman Sotheby's International Realty*   **2012 - 2016**

- Strategy & visual direction of all digital content across multiple platforms - websites, splash pages, blogs, and social
- Collaborated on large digital campaigns with leadership, partners, & vendors to execute progressive, industry-leading campaigns

EDUCATION

University of North Texas - Denton, TX • *Bachelor's Degree*   2005-2007
Political Science & French

Universite de Caen - Caen, France   2006
French

KNOWLEDGE

Commerce, Growth & CX Platforms: Shopify Plus, Shopify App Development, TikTok Shop, Amazon Seller Central, Klaviyo, Postscript, Richpanel, ShipStation, Finale Inventory, GA4, Triple Whale

Engineering, Data & Infrastructure: React, PHP, Liquid, Node.js, Firestore (NoSQL), REST APIs, Webhooks, Cloudflare, EdgeMesh, Edge Caching, Data Pipelines, Admin Dashboards, Attribution Modeling

AI, Automation & Creative Systems: OpenAI, ChatGPT, Claude, Gemini, GitHub Copilot, AI Workflow Automation, Prompt Engineering, Adobe Creative Cloud, iOS