

JENNY SMITH

Chief Marketing Officer • Growth Systems & Marketing Architect

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EXECUTIVE SUMMARY

I'm a strategic Marketing Growth Architect with 15+ years of experience scaling DTC brands through beautiful design, creative storytelling, & deep dives into data. I believe that growth comes from hard work, curiosity, humility, and a willingness to keep trying even when problems seem impossible. Over the past few years, I've helped Beauty by Earth grow from \$9M to \$36M annually (tracking at 76M). My passion for people, great stories, and boundless curiosity are core to my approach in everything from building custom AI-fueled custom, internal apps to orchestrating full-scale content photoshoots. There are few things in life that creativity, hustle, positivity, and kindness can't solve. Let's do this!

TECHNICAL EXPERTISE

- **Operational Leverage:** Created an internal AI Web Apps for workflow automation, increasing team productivity by 210% and reducing operational overhead.
- **Autonomous Growth:** Scaled Beauty by Earth from \$9M to \$33M (tracking \$76M) by de-ploying AI-driven creative testing and funnel optimization.
- **Engineered Conversion:** Designed proprietary A/B/C testing checkout software yielding 137% lift in conversion rates.
- **Predictive Analytics:** Integrated data pipelines for multiple platforms with custom AI-fueled analysis, run rates, forecasting, contribution, and profitability models.

PROFESSIONAL EXPERIENCE

Director of Marketing

2019 – Present

Beauty by Earth

- Pioneered the shift from traditional marketing to an “engineering-first” growth model, scaling DTC revenue to \$6.8M.
- Built and deployed custom AI tools to automate reporting, ad copy generation, and creative asset management.
- Managed \$2M–\$4M in annual ad spend, using automated feedback loops to maintain consistent positive ROAS.
- Led multi-channel expansion into TikTok Shop, Target.com, and Grove through programmatic system launches.

Strategic Growth Advisory (Select Consulting)

2022 – 2024

Independent Consultant for High-Growth DTC Brands

- Consulted for 8-figure brands on implementing AI-driven customer acquisition and reten-

tion systems.

- Developed custom LLM-based agent workflows to automate customer service and personalized email flows.
- Audited and rebuilt tech stacks for Shopify Plus brands to support headless commerce and edge caching.

Director of Growth & Innovation

2022 – 2023

Beauty by Earth

- Focused exclusively on the infrastructure required to support rapid scaling, introducing AI into core marketing ops.
- Developed high-velocity experimentation systems that increased testing volume by 4x without increasing headcount.

Director of Digital Media

2012 – 2016

Briggs Freeman Sotheby's International Realty

- Led visual storytelling and digital strategy for Texas's leading luxury firm, pioneering industry-leading digital campaigns.

TECHNICAL & AI STACK

AI & Automation:	OpenAI API, LangChain, Claude, Gemini, GitHub Copilot, Prompt Engineering, AI Agents
Growth Platforms:	Shopify Plus, Klaviyo, TikTok Shop, Amazon Seller Central, Triple Whale, GA4
Visual Strategy:	Adobe Creative Cloud, AI-assisted video production, programmatic creative direction
Growth Engineering:	React, Node.js, Liquid, Firestore (NoSQL), REST APIs, Webhooks, Cloudflare, EdgeMesh

EDUCATION

Bachelor's Degree · Political Science & French
French Studies

University of North Texas
Université de Caen, France