

# JEFF SMACK

Highly Adaptable Marketing Professional with a Proven Capacity for Success thru Leadership and Service. 10 Years Agency Experience in Creative, Media and Strategy.

## SPECIALTIES

Digital Strategy & Measurement Plans, Retail Media Strategy, Independent Learning, Team Thought-Leadership, POV/Writing, Graphic Design, Creative Branding, Identity Systems, Digital Media Buying & Planning,

## WHAT'S THE GOOD WORD?

### Jez deWolff

Senior Marketing Manager at Turner Broadcasting System  
*Worked with Jeff at Alternative Apparel & Icebox*

Jeff's colleagues respect his work and his professionalism. His underlings think he's the greatest. His ego is always in check which is amazing considering his abilities. Down to Earth, polite as all get out and a great American.

### Joshua Barber

Partner at V4 Development  
*Hired Jeff as Art Director at Madison+Main*

Jeff outdoes himself each and every day, setting an incredible example for all those who work with him. People love being around Jeff because he strives for something better and has the confidence to know that's okay.

### Sam Mitchell

Senior Designer at LYRASIS  
*Hired Jeff as Graphic Designer at Alternative Apparel*

Jeff sees the worth in other people's talent. He's an easy person to collaborate with and he offers ideas that make projects invariably better.

ENDORSEMENTS EXCERPTED FROM LINKEDIN.  
REFERENCES AVAILABLE UPON REQUEST.

## CONTACT

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## CERTIFICATIONS & AWARDS

**IAB Digital Media Sales** 2016 – Present  
Individual Certification — Interactive Advertising Bureau

**IAB Digital Media Buying & Planning** 2016 – Present  
Individual Certification — Interactive Advertising Bureau

**Google Analytics** 2014 – Present  
Individual Qualification Certification — Google IQ

**Google AdWords** 2013 – Present  
Individual Certification — Search, Display, Mobile & Video

**The Richmond Show** 2010, 2008, 2007  
Cannonballs for Interactive Media & Nontraditional Promotion

**Social Media for Social Good** Conference 2009  
Group Discussion Leader at Jepson Leadership School

## EXPERIENCE

**Digital Director at Barber Martin Agency**  
*November 2013 - Present | Richmond, Virginia*

Barber Martin Agency is a full-service retail advertising agency focusing on national brick-and-mortar brands headquartered in the Southeast.

**Art Director, Producer at Madison+Main**  
*October 2007 - October 2013 | Richmond, Virginia*

Madison+Main is an award-winning, advertising and new media firm that provides creative marketing solutions for emerging companies.

**Graphic Designer, Illustrator at RVA Magazine**  
*June 2006 - October 2007 | Richmond, Virginia*

RVA is a curated culture magazine and a thriving online community, reflecting the younger creative class of Richmond, Virginia.

**Art Director, at Alternative Apparel / Icebox**  
*January 2001 - June 2006 | Atlanta, Georgia*

Alternative is a lifestyle apparel brand at the forefront of the fashion industry. Icebox decorates the product with unique expertise from concept to construction.

## EDUCATION

**VCU - School of Business**  
*Graduate Studies in Business, Marketing, 2007 - 2009*

**Appalachian State University**  
*BFA, Graphic Design, 1995 - 2001*

**Woodberry Forest School**  
*High School, Class of 1995*