

# JEFF SMACK

I have a record of proven success thru leadership and service. Over a decade of agency experience in strategy, media and creative – I'm reliable, entrepreneurial and highly adaptable.

**VALUES** Leadership, Learning & Accountability

## SPECIALTIES

Digital Media Planning, Strategy, Measurement & Performance Optimization, Strategic Direction, Customer Journeys and User Path Optimization, Functional Design, Graphic Design and Identity Systems.

## WHO SAYS?

### 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 TRANSCRIBED FROM LINKEDIN.  
REFERENCES AVAILABLE UPON REQUEST.

## CONTACT

jsmack.com | 804.615.8873 | jsmack@jsmack.com



## EXPERIENCE

### Director of Interactive Media at Yebo

January 2020 - Present | Richmond, Virginia  
Yebo is a new agency with a 30 year heritage. Steeped in media expertise, we serve local, state and regional organization to achieve real business goals.

### Director of Digital at Barber Martin Agency

November 2013 - December 2019 | Richmond, Virginia  
Barber Martin Agency is a full-service retail advertising agency focusing on national brick-and-mortar brands headquartered in the Southeast.

### Design 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.

### Art Director, Illustrator at RVA Magazine

June 2006 - October 2007 | Richmond, Virginia  
RVA is a curated culture magazine and a thriving online community, reflecting the young 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 from concept to construction.

## 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 – 2020  
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 .

## EDUCATION

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

Appalachian State University - Art & Technology  
BFA, Graphic Design, 2001

Woodberry Forest School - Class of 1995