

# Shaine Smith

## Content Director

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### SUMMARY OF QUALIFICATIONS

As an accomplished Content Producer with a proven track record spanning 25 years, I bring a wealth of expertise in crafting and executing comprehensive content strategies that resonate with target audiences. My varied, multifaceted skills encompass content creation, strategic planning, team leadership, and multi-team collaboration.

Able to pinpoint the end-user's needs and wants, I fuse research, product knowledge, and merchandising savvy to increase brand awareness/loyalty, maximize SEO, generate leads, or improve conversion, whatever the objective.

Whether it's B2B or B2C, I've orchestrated the development and implementation of successful content campaigns from ideation to execution, aligning with organizational goals and ensuring consistent quality brand messaging across various platforms, driving engagement and raising awareness.

### Skills

- Brand Development - Content Creation - Information Architecture - E-Commerce - Dynamic Writing - Project Management	- UI/UX design - Cross-Functional Collaboration - Copy Editing/Proofing - Market Research & Trend Analysis - Vendor Management - Staff Management - SEO Optimization	- Logistics Management - Gap/Competitor Analysis - Photography - Video Production - Budgeting - Basic Web Design
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## Experience

### **Matic Digital- Content Strategist: February 2023 - Present**

Worked on multiple projects/clients simultaneously. Drafted information architecture and worked with design and dev to meet clients' needs. Wireframed design, created UX/UI, and produced copy. Pitched and presented to clients and stakeholders.

### **GloriFi - Senior Content Strategist: October 2021 - July 2022**

Designed, created, and managed a financial-tech application and website from concept to launch. Everything from copy, and UI/UX design, to wireframe mockup and images across all verticals from banking to insurance to credit cards. Created a company-wide style guide for all internal and external work. Wrote extensive FAQs and helpdesk scripts for all products for the customer support team. Collaborated with dev, design, marketing, legal, and regulatory teams to maintain brand voice at all touchpoints. Worked with a massive array of third-party vendors and contractors around the world.

### **EightyTwenty Agency - Content Producer: December 2020 - December 2021**

Produced marketing content for the largest aftermarket off-road automotive accessories family, blending technical specs with passionate, inspired writing. Created product copy, brand and lifestyle stories, and infographics, all with conversion and SEO at the forefront. Created and managed all social media for a leading manufacturer of off-road accessories, valued at \$140 mil a year.

### **SmartEtailng.Com - Client Success Representative: November 2018 - June 2021, Boulder, CO**

Educated independent retailers on SmartEtailng software and related applications. Troubleshoot and resolve technical and service issues with both our and third-party software including Google Shopping, AdWords, FTP sites, XML data, API integrations, point-of-sale systems, and Supplier Integrations. Proactively suggest improvements and best practices in e-commerce, website design, and marketing. Wrote end-user-facing tutorials and how-tos for a large help center library.

### **True Stoke Media - Contributing Writer: February 2020 - Jan 2021, Maine**

Wrote informative, motivating destination guides, inspirational brand stories and engaging features for well-known outdoor brands and tourism bureaus.

### **RootsRated Media - Contributing Writer: May 2015 - August 2020, Atlanta, GA**

Authored informative destination guides and engaging feature stories for RootsRated Media, well-known outdoor brands, and tourism bureaus.

### **Clearlink - Contributing Writer: April, 2018 - October 2019, Boulder, CO**

Conceptualize, research, and create SEO-strategic copy to drive organic growth and monetize sites on a wide variety of topics ranging from tech and wellness to home security and IoT product DIY guides, often with tight deadlines.

### **Public News Service - RSS Editor: December 2015 - August 2018, Boulder, CO**

Edit nightly news stories from radio broadcasts to print stories. Fact-checked, sourced, and proofed copy, audio, and social media posts.

**SmartEtailing.Com - Senior Content Production Specialist/Video Production Manager: August 2005 - November 2015, Boulder, CO**

Created dynamic, informative marketing content for a complete range of outdoor sports products, apparel, and accessories for specialty retailing websites.

Produced product scripts/videos and optimized images for use on the web.

Designed page highlights and web banners for increased attention and sales.

Proof text, facts, and images for final "go live."

**Key Achievements:**

- Updated major tourism site. Drafted the IA to fill in key missing gaps and rescued pages being 10 clicks deep to four on desktop, and five on mobile.
- Completely overhauled a non-profit's site with multiple, disjointed microsites into one cohesive, well-thought-out site. Modernized the design and provided text for key sections of the site.
- Launched a new fin-tech brand with multiple verticals from scratch including brand name, logo, internal and marketing copy, as well as ad scripts and social content.
- Help create a banking, mortgage, credit card, and insurance application from concept to launch in less than a year.
- Created an entire library of FAQ on all things financial, including perhaps the most complete guide to credit scores on the web.
- Excelled in cross-functional collaboration, working seamlessly with marketing, design, legal, and development teams to achieve integrated and impactful content campaigns.
- Planned, budgeted, and built a professional video studio and department from scratch.
- Managed a team of 3 direct reports and eight peripherals.
- Streamlined team processes for faster product entry.
- Increased output from several hundred to over 1000 items per month consistently.
- Acted as a liaison to manufacturers to improve information exchange.
- Built a reputation for being able to prioritize multiple tasks and working under tight deadlines to get it done. Whatever the "it" is.
- Created lasting relationships with large corporate partners and vendors.