
STEVEN S. SMITH

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Profile

As is the case with most leaders in the marketing, communications and public relations industries, I wear many hats. My specialties include creating compelling messaging for all media; campaign creation and execution; digital marketing; social media; scripting videos and podcasts; and ghostwriting for senior executives.

Experience

Director of Marketing, Ebby Halliday

Companies – 2021 - January 2026

Oversaw all marketing, advertising, communications and public relations for the largest residential real estate services company in Texas and one of the largest in the HomeServices of America family of companies. Managed a department of 14 marketers and served on the company's executive-management team.

Director of Public Relations & Marketing Operations, Ebby Halliday

Companies – 2019 - 2021

Responsible for the public relations and marketing operations of the largest residential real estate services company in Texas. Oversaw communications, digital strategy, social media and videography operations and personnel.

Director of Public Relations, Ebby Halliday Companies – 2017-2018

Responsible for the public relations of the Ebby Halliday Realtors and Dave Perry-Miller Real Estate brands of the Ebby Halliday Companies.

Public Relations Manager, Ebby Halliday Realtors – 2012-2017

Responsible for the public relations of the largest residential real estate brokerage in Texas.

STEVEN S. SMITH

Director of Marketing & Advertising, Dave Perry-Miller — 2009-2012

Responsible for communications, public relations, advertising and social media initiatives for one of Texas' leading luxury Realtors.

Senior Advertising Editor, Dallas Morning News — 2003-2009

Responsible for managing all real estate advertising sections of leading metro newspaper. Developed, introduced and launched new products for print and digital media.

Education

Baylor University, Waco, TX — Bachelor of Arts

Skills

Public relations, organizational leadership, mentoring, internal and external corporate communications, story telling, messaging, leadership communications, writing, editing, brand strategy.

References

Available upon request.
