

Jaci Smith

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Content Marketing Manager | Data-Driven Writer and Editor | Team Leader

Content strategy expert applying journalism leadership experience to produce solid growth in awareness, engagement, and conversions.

Professional Experience

Content marketing consultant, freelance, February 2021 – Present

- Drives engagement and conversions through organic content strategy
- Specializes in edtech and cybersecurity

Regional Content Director (North Iowa Editor)

Lee Enterprises, Mason City, IA, March 2019 – February 2021

- Managed content strategy and execution for four regional publications, leading 20-person editorial team
- Increased digital subscriptions by 20% year-over-year through data-driven content approach
- Led staff to win four company President's Awards and nine statewide media awards (Iowa Press Association)

Digital Content Planner/Editor

Gannett (DelawareOnline.com), Wilmington, DE, October 2015 – January 2019

- Led double-digit growth in brand social media and website engagement by creating and implementing new planning calendar system
- Organized and led staff "open house" live video series to increase community engagement
- Managed team of 10 content specialists, providing SEO training and coaching

Regional Managing Editor

Adams Publishing Group, Faribault, MN, September 2007 – October 2015

- Led double-digit audience growth through creation and launch of new website designs
- Led publication named best in state (Minnesota Newspaper Association)
- Managed digital and print content for four daily and weekly content products

Fellow, Reynolds Journalism Institute

University of Missouri – Columbia, May 2014 – May 2015

- Created sponsored content program for community publications
- Spoke at numerous seminars and conferences around country, assisting local media to create own sponsored content programs

Editor and Writer

Herald News/NorthJersey.com, West Paterson, NJ, August 2004- August 2007

- Trained writers in data analysis techniques to support storytelling
- Promoted to lead editor, managing team of 22 content producers and planners
- Created company custom CMS, including direct audience engagement portal

Skills

- Analytics: Chartbeat, Google Trends, Google Analytics, CrowdTangle, Parse.ly
- Content: SEO, Native Advertising

Education and Training

- Broadcast Journalism, University of Wisconsin-Milwaukee
- Editorial and content training from the Knight New Media Center at the University of Southern California and the National Institute for Computer-Assisted Reporting