

# CIERRA SMITH

## DEPUTY DIRECTOR OF COMMUNICATIONS AND DIGITAL STRATEGY

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### SUMMARY

- 7 years of experience producing leading internal communications teams and digital marketing strategies for political principal campaigns, ad agencies, and elected officials on the State and Federal levels in fast paced environments
- Coordinated with mobilization teams to ensure video and marketing materials, as well as resources were distributed to all 10 New York State regions and supporting stakeholders for 1199 SEIU union workers and and Attorney General Letitia James campaign
- Drafted comprehensive press materials, fostering brand integrity, and strategically managing relationships with media representatives to enhance organizational visibility and effectively convey the mission of political campaigns and electeds
- Oversaw a \$3.5M video and creative budget and 3 graphic and video producers for New York State's inaugural education campaigns, increase adult-use and medical cannabis market participation by \$430M from July 2023 to July 2024

### PROFESSIONAL EXPERIENCE

#### NYS OFFICE OF CANNABIS MANAGEMENT

New York, NY

##### *DEPUTY COMMUNICATIONS DIRECTOR, DIGITAL STRATEGY*

JULY '22 - PRESENT

The Office of Cannabis Management (OCM), New York State's pioneering cannabis regulatory agency, has made a profound impact with a groundbreaking approach to equity. Since legalization, OCM has generated over \$520 million in revenue, expunged 300,000 cannabis-related convictions, licensed 150+ retailers, and secured \$420 million for community reinvestment. With fewer than 250 employees, OCM is transforming communities and improving countless lives across the State.

- Oversee and implemented the execution strategy for consumer education as statewide adult-use licensing expanded from 0 to 403 within a year. This includes producing a cannabis education video series, conducting public livestreams, managing copy editing and approval for social media content, coordinating a \$100K ad buy for print and digital, and analyzing performance
- Engage in cross-collaboration of state-wide teams to develop and implement communications strategies, crisis management, and educational resources to support 1.6M consumers, 403 licensees, and legislators across 10 New York State regions
- Manage curation, copy editing, and audience management of OCM's newsletter to keep stakeholders engaged and increase agency visibility, engaging over 60,000 subscribers from March 2024 to July 2024
- Lead a team of 3 digital communications specialists, supporting the agency to creatively share the NYS Office of Cannabis Management's narratives on equitable licensing, criminal justice, and economic justice initiatives, community reinvestment, enforcement efforts
- Develop weekly performance reviews of social media data for senior leadership, providing insights on performance to inform future planning and decision-making

#### PRECISION STRATEGIES (AGENCY)

New York, NY

##### *SENIOR ASSOCIATE*

APRIL '21 - JULY '22

Precision Strategies is a national integrated strategy and marketing agency founded by two of Former President Barack Obama's inaugural communications strategists. They deliver game-changing outcomes for leading companies, causes, and campaigns. Known for amplifying efforts like March For Our Lives and Feeding America, they help organizations from Fortune 500s to grassroots movements deepen impact, improve reputation, and grow their bottom line.

- Led a team of 2 to develop and implement content calendars and provide editorial support across clients, such as the California Surgeon General, NYS Attorney General, and Bank of America
- Directed strategic brand and messaging alignment for high-impact project initiatives and inter-agency collaborations, ensuring enhanced outreach for political campaigns

**ASSISTANT SPEAKER KATHERINE CLARK - U.S. HOUSE OF REPRESENTATIVES**  
**DIGITAL MANAGER/PRESS ASSISTANT**

Washington, D.C.  
JANUARY '20 - APRIL '21

Assistant Speaker Clark, in her role as Assistant Speaker of the House of Representatives, supported the Speaker in managing the legislative agenda and maintaining relationships with all 435 U.S. representatives for effective policy prioritization. Her office was pivotal in coordinating party strategy for the Child Care Act, the Gun Violence Prevention Task Force, and numerous other key initiatives.

- Lead creative social content from ideation through implementation growing followers by 500% in one year
- Managed day-to-day workflow and oversaw drafting and review of public engagement and educational campaign branding materials, remarks, pitches, social media tool kits, and strategy to solidify the Congresswoman's national profile
- Pitched, produced, and posted social copy, videos, and graphics consistent with Rep. Clark's voice and initiatives

**DEMOCRATIC CAUCUS SPEAKER HAKEEM JEFFRIES- U.S. HOUSE OF REPRESENTATIVES**  
**DIGITAL FELLOW**

Washington, D.C.  
AUGUST '19 - JANUARY '20

- Created videos consistent with the brand that reached up to 321K Views and 7.6K shares on Twitter alone
- Wrote engaging and timely social content shared by over 200 Congress Members and 40 Million constituents

**NOWTHIS - GROUP NINE MEDIA**  
**ASSOCIATE PRODUCER**

New York, NY  
MARCH '19 - JULY '19

- Created multiple '#1 Top Trending' topic and 'Editors Choice' videos on a team of four producers that reached up to over 13 Million Views on NowThis and NowThis India
- Pitched, shot, and produced daily content surrounding the topics of News and Entertainment with a focus on subjects relevant to criminal justice, climate change, and immigration.

**CNN- TURNER BROADCASTING SYSTEM**  
**PRODUCTION ASSISTANT/DIGITAL PRODUCER**

New York, NY  
JULY '17- FEB '19

- Spearheaded editorial video coverage for the '18 Midterms and 2020 Presidential candidates' campaign rallies
- Directed Instagram and Twitter strategy for the launch of the political commentary show "SE Cupp Unfiltered"
- Pitched daily stories from national media to Executive Producers, ensuring clear and concise public messaging for the presidential campaign, policy coverage, and current events

## EDUCATION

**SYRACUSE UNIVERSITY | S.I. NEWHOUSE SCHOOL OF COMMUNICATIONS**

**Major:** Broadcast & Digital Journalism (B.S.) Cum Laude | Madrid & Cuba Centers

**Minor:** African American Studies (AAS)

## SKILLS

**Video & Photo Editing | Graphic Design** | Adobe Premiere, Adobe Premiere Rush, Final Cut Pro, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Capcut, Canva, iNews

**Communication & Marketing** | Adobe InDesign, Adobe Acrobat, ENPS, WordPress, Granicus, Mail Chimp, Google Suite

**Social Media Management** | Sprout Social, Instagram, YouTube, YouTube Shorts, Facebook, TikTok

**Collaboration and Project Management** | Frame.io, Airtable, Trello, Keynote, Google Slides, Google Sheets, Microsoft Word, Microsoft Excel

## PROFESSIONAL GROUPS

CRCC Member | Cannabis Regulators of Color and The New Majority | Young Leadership Council | NABJ | NAACP