

KARL SMITH

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BUILDING BRANDS AND SURPASSING BUSINESS GOALS THROUGH BUILDING AND DEVELOPING TEAMS THAT CREATE AND DISTRIBUTE CONTENT TO DRIVE DRAMATIC RESULTS

PROFESSIONAL EXPERIENCE

PRODUCE MARKETING ASSOCIATION (PMA)

2013-present

SENIOR VICE PRESIDENT MEMBER VALUE

PMA represents nearly 3,000 organizations worldwide and is the largest global trade association representing the entire supply chain for the fresh produce and floral industries.

- Developed strategic plan and executed annual operating plans which included responsibilities for marketing, public relations, digital content, social media, events, education and research & development. Highlights include:
 - Implementation of content process and website best practices resulting in 400% increase in content consumption.
 - Development of content-based revenue streams, projected to generate \$250,000 by 2020.
 - More than 300% increases in social media audience and engagement across Twitter, Facebook, LinkedIn and Instagram. Implementation of conversion strategy resulting in first social media sale.
 - Implementation of email automation allowing for deep market segmentation. Key email metrics far exceeded industry standards, including open rates (approximately 30%) and click-through rates (approximately 20%).
 - Increase in earned media placements and media partners, including implementation of blogger influencer plan that increase social media engagement at signature event to more than 60 million impressions in 2017.

INDEPENDENCE MEDIA

2012-2013

EDITORIAL DIRECTOR

Region's Business was a start-up media company that produced a weekly news magazine and 24/7 website, launched initially in Philadelphia.

- Responsible for developing product, infrastructure and logistics, as well as recruiting, hiring and managing editorial staff and freelancers and directing all editorial and social media content.

AOL, INC.

2010-2012

REGIONAL EDITOR, PATCH.COM, EASTERN PENNSYLVANIA DIVISION

Patch.com is a network of local-focused U.S. websites that grew to more than 1,000.

- Directed all multimedia editorial content and managed a diverse full- and part-time staff for 10 hyper-local Web sites throughout Bucks and Montgomery counties. Highlights include:
 - Web sites were among company's top 10% leaders in traffic and engagement.

CALKINS INTERACTIVE MEDIA

2002-2010

INTERACTIVE MEDIA DIRECTOR, GENERAL MANAGER – PHILLYBURBS.COM

phillyBurbs.com was a regional news and information portal driving Calkins Media's digital strategy in the Philadelphia suburbs.

- Developed all interactive media strategies and supporting operational tactics. Responsible for all aspects of the day- to-day operations of the interactive division. Partnered with cross-functional, cross-property teams to achieve corporate strategic goals for audience, market and revenue growth. Highlights include:
 - Developed and implemented SEO strategies, forged content partnerships and engineered the groundbreaking use of social media to expand unique monthly visitor base from 100,000 to 800,000 and generate increase in number of monthly page views, from 1M to 14M.
 - Led geographically diverse interactive, sales and sales support teams as well as IT, design, content and marketing teams to engineer dramatic turnaround in profitability from a loss of \$500K to annual profit of \$4-6M boosting annual revenues to \$16M.

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BUCKS COUNTY COURIER TIMES

1997-2002

MANAGING EDITOR Levittown, PA

The Courier Times is an award-winning daily newspaper serving Lower Bucks County.

- Direct evening newsroom operations, including managing copy desk personnel, ensuring on-time production. Write and edit stories and headlines, design, paginate and proof pages. Serve as secondary editorial page editor, researching and writing editorials. Highlights include:
 - Lead transition to full pagination, including structural and visual product redesign.
 - Improved deadline efficiency from less than 80% to more than 95%.

DIGITAL & REVENUE DEVELOPMENT CONSULTANCIES

MINDSET DIGITAL

PROJECT MANAGEMENT, OPERATIONS

2013

For this early-stage start-up on the brink of a large growth phase, manage current projects and create systems and protocols for upcoming projects as well as developing staff expansion plan.

YOUTH ORCHESTRA OF BUCKS COUNTY

2012-2014

DEVELOPMENT DIRECTOR

This non-profit consists of 11 musical ensembles and serves 300 students.

- Generated revenue through program advertising sales, sponsorships, fund raising and grants. Highlights include:
 - 25% increase in program advertisers, 40% increase in program revenue
 - 25% increase in sponsorship revenue
 - 20% increase in fundraising revenue

ADDITIONAL NEWSPAPER LEADERSHIP POSITIONS

EDITORIAL MANAGEMENT

The Mercury, Pottstown, PA
The York Daily Record, York, PA
The Lexington Herald-Leader, Lexington, KY
The Medina County Gazette, Ohio
The Asbury Park Press, New Jersey

EDITORIAL CONSULTANT

The Times News, Leighton, PA
Pocono Publications, Palmerton, PA
The York Daily Record, York PA
Pennsylvania Newspaper Association

GUEST LECTURER/INSTRUCTOR

Penn State University
Rutgers University
Monmouth University
adjunct instructor, 12 years
Holy Family University

United States Air Force
Pennsylvania Newspaper Association
New Jersey Press Association
Dale Carnegie Leadership Training
Pennsylvania Associated Press Managing Editors

EDUCATION

MASTERS OF BUSINESS ADMINISTRATION

Management Concentration; Graduated with Honors
Eastern University, St. Davids, PA

B.S. NEWS AND EDITORIAL JOURNALISM

Minor: Sports Management/Sociology
Bowling Green State University, Bowling Green, OH

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RECOMMENDATIONS

“Karl is as much of a mentor as he is a leader in the newsroom. He not only focuses on improving the product at hand, he also cares about the improving the work and lives of his staff members. He has an exceptional ability to look weeks, months, even years ahead while working on an approaching deadline. And immediately after a deadline passes, he begins reviewing the process to see where improvements could have been made.”

- Terry C., *Managing Editor, Region's Business*

“Karl is an excellent people leader at Patch. As one of the first three employees in Pennsylvania for Patch, Karl helped to grow the entire Pennsylvania region to the levels of success that it achieves today. He identifies, recruits, and hires top tier professionals for his team. Karl is a team player, and always offers to pitch in and assist, even if it's not his area of expertise or responsibility. He is an excellent team player, who always pushes the rest of the team to higher levels of performance.”

-Ryan C., *Regional Director, AOL, Patch.com*

“Karl stepped in to his post at a critical time for Calkins Media as well as the Interactive Media group. With his deep background in news, he bridged the gap between the traditional broadcast and print operations and new media. His abilities as a manager, innovator, facilitator and motivator were central to our phenomenal growth and key to the integration/convergence of Calkins Media's operations overall. He was exactly the kind of manager GE's Jack Welsh is looking for: a leader looking to evolve a team without boundaries or limitations, customer-focused, grounded in metrics, sharing best practices and never afraid to get down in the trenches and do what needed to be done.”

-Suzanne B., *Editor, Calkins Interactive Media, PhillyBurbs.com*

“Karl was the catalyst behind the culture change at Calkins Media. He has the ability to think as an editor, from his many years as a reporter, editor and managing editor and strategic like a CEO. I would recommend Karl Smith to run any forward thinking organization that understand the way to grow revenue is to develop an audience that relies on your products.”

-Stan G., *Interactive Media Director, Burlington County Times, The Intelligencer*

“Karl Smith is a natural leader and motivator. More importantly, he is intelligent, driven and performs his job with integrity. While maintaining a focus on business objectives, he consistently comes up with creative ways to get the job done right. Building trust and teamwork is something in which he excels with his commitment to excellence, fairness and respect. I enjoyed working for Karl and I highly recommend him.”

-Linda T., *Interactive Advertising Manager, Calkins Interactive Media, PhillyBurbs.com*

“Karl is impossible to describe in a single word. He's been an amazing manager, and a terrific mentor to me. His dedication to the team is unyielding, even under the toughest demands. He has insight into various business processes affecting the entire organization, and continuously evaluates industry status, looking for potential opportunities and threats. Karl is able to pass this knowledge to the team, so that everyone is aware of what is happening, what to expect, and how to react. It's been a pleasure working for Karl, both on a professional and personal level.”

-Dan O., *Project Manager, Calkins Interactive Media, PhillyBurbs.com*