


Karl Smith

Greater Philadelphia

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Summary

An experienced executive leader who crafts a vision, then creates and develops teams to support strategies that combine content (in all its forms) and revenue to achieve business objectives.

Experience

Director of Content Marketing

Virtua Health

Jun 2019 - Present (1 year 1 month +)

Adjunct Instructor

Cairn University

Aug 2018 - Present (1 year 11 months +)

Teaching undergraduate and graduate courses in the School of Business.

Principal and Consultant

May 1993 - Present (27 years 2 months +)

Providing a wide range of consulting services. Focus areas include content, marketing, communications, digital (including social media), product development, holistic brand building, audience development, operational efficiencies, and revenue enhancements.

Recent engagements include:

COLLEGE MEDIA

Assess convergence efforts for university student media including content strategy, UX assessment and revenue diversification.

WEB PRODUCT LAUNCH, BRANDING & COMMUNICATIONS

Develop and launch an online subscription-based video product, including branding and marketing/communications support.

COMMUNICATIONS STRATEGY & EXECUTION

Develop and implement a multi-faceted communications strategy for a large non-profit, member-based organization. Tactics include social media, email and print newsletters, on-site promotional materials, and third-party media placements.

SOCIAL MEDIA FUNDRAISING

Develop and execute a social media blitz to build awareness for a small non-profit's capital project.

ON-BRAND CONTENT

Short-term engagement focused on creating multi-platform collateral to support high-end real estate sales effort.

LOCAL MEDIA

Execute site audit for hyperlocal bootstrap local news website and develop a sustainability plan focused on content development and diversified revenue streams

PRINT PUBLICATION REDESIGN

Work cross-functionally to upgrade content and design of daily and weekly print publications resulting in more powerful products

OPERATIONS

Manage current projects and create systems and protocols for upcoming projects as well as developing staff expansion plan for an early-stage start-up on the brink of a large growth phase

BUSINESS DEVELOPMENT

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 for youth-focused non-profit creative arts organization



Senior Vice President for Member Value

Produce Marketing Association

Nov 2013 - Jun 2018 (4 years 8 months)

As a member of the senior leadership team for this global trade association serving all facets of the produce supply chain, provide strategic leadership for the following departments: Marketing, Public Relations, Events & Education, Research & Development and Digital Content.



Development Manager

Youth Orchestra of Bucks County

May 2012 - Apr 2014 (2 years)

Enhance current revenue streams while creating new opportunities while raising the organization's profile across the Delaware Valley.



Editorial Director

Independence Media Corporation

May 2012 - May 2013 (1 year 1 month)



Regional Editor: Eastern Pennsylvania for Patch.com

Huffington Post Media Group / AOL

Sep 2010 - Apr 2012 (1 year 8 months)

Managing staff & content for hyper local Web sites.



Interactive Media Director, General Manager

Calkins Interactive Media, PhillyBurbs.com

2001 - 2010 (10 years)



Adjunct Instructor

Monmouth University

Jan 1994 - 2006 (13 years)

Communications Department



Managing editor, assistant managing editor, design editor

Various newspapers

1987 - 2001 (15 years)

Newspapers in Illinois, Ohio, Kentucky, Pennsylvania and New Jersey with titles ranging from copy editor to design editor to assistant managing editor to managing editor.

Education



Eastern University

MBA, Entrepreneurial Management

2001 - 2002



Bowling Green State University

Bachelor of Science - BS, Journalism

1983 - 1987

Skills

Social Media • Advertising • Online Marketing • Editing • Public Speaking • Copywriting • Marketing Communications • SEO • Writing • Social Networking