

GARRETT SMITH

AMBITIOUS | OPPORTUNISTIC | MOTIVATOR

Digital Marketing Specialist

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LinkedIn

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PROFESSIONAL SUMMARY

Entrepreneurially minded problem solver and experienced digital marketer, passionate about spearheading challenges identified across startup environment in conversion-driving content, analytics, financials, and proactive solutions. Personal and internship experience has enhanced my ability to excel as a dynamic team leader. Overall, hungry and passionate about innovation and driving big-picture success.

EDUCATION

● **University of St. Thomas**, St. Paul, Minnesota
2019 - 2023 | 3.0 GPA

- BA in Entrepreneurship
- BA in Marketing Management

● **American University of Cairo**, New Cairo, Egypt
Jan 2022

WORK EXPERIENCE

Business Development Associate

Techstars | Minnesota Twins Accelerator

📅 Sep 2022 - Mar 2023 📍 Minneapolis, MN

- Became **Brand Ambassador** for startup, Biih, taking responsibility of marketing manager due to abrupt vacancy. Built key strategies and reports for B2C customer acquisition, new leads, and templates for Linked, saving the company 2-3 hours of work daily.
- Monitored and audited weekly KPI reports for founders, collecting all crucial information and relaying it back to remote teams, saving founders' 2-4 hours per week.
- Set up Hubspot web development with startup, Backr, to create, launch, and successfully track user feedback, CRM, and CRR.
- Generated 20% increase in Demo Day (main event) attendance through email, LinkedIn, Twitter, Instagram, and Newsletters, maximizing digital outreach campaigns. Created templates for incoming associates.
- Conducted extensive and in-depth research weekly to better understand market trends and opportunities across industries on specific value creation deliverables for each startup's unique needs.
- Met with co-associates, Project Manager, Investment Principal, Venture Principal, and Managing Director for 1 hour per week to discuss deliverables, centralize focus, and set goals.
- Worked directly with Program Manager on the program's digital marketing, creating graphics, copywriting, and setting up a network of content distribution outlets, generating 10+ new leads per week.

Digital Marketing Manager (Volunteer)

Minnesota Conservation Federation Nonprofit

📅 Dec 2022 - June 2022 📍 Minneapolis, MN

- Volunteered 50 hours.
- A/B tested ad graphics and copy on Instagram and Facebook, leading to an improvement in user engagement by 30%.
- Professionally photographed content, designed infographics, created interactive digital engagement, and modernized overall user connectivity to the organization reaching 15-40 year old demographic.
- Engineered the transition from outdated customer reach and retention methods and established social media and email presence.
- Generated plans/templates for management to learn and implement.

SKILLS

- Microsoft Excel, Word, PowerPoint (proficient)
- General Accounting & Financial Modeling/Market Projections (proficient)
- Paid Ads (Facebook, Instagram, Google, retargeting)
- Canva Graphic Design (advanced)
- D2C LinkedIn Lead Gen & Acq.
- Startup Brand Ambassador
- SEO Optimization (intermediate)
- Social Media Management (proficient)
- Website Build (intermediate)
- Client-facing communication (advanced)
- SEO, SEM, email & keyword search (intermediate)
- Paid and organic media strategies (intermediate)

EXTRACURRICULARS

- Fowler Business Competition Semi-Finalist (awarded \$1k from St. Thomas' business concept competition)
- Successful Teen YouTuber (1M+ views stopmotion animation)
- Built and Update Personal Website
- Studied Four Years in Belgium
- International Baccalaureate Candidate
- State Championship Winning Rugby Captain
- Quad-sport High School Athlete
- Active Outdoorsman - Film & Photography

RELEVANT COURSES

Marketing Research
Consumer Behavior
Digital Marketing
Marketing Strategy
Venture Capital & Private Equity Deal Analysis