

BIG IDEA STRATEGIST WHO LOVES THE DAY-TO-DAY GRIND OF GETTING GREAT WORK DONE

I'm Stan Smith.
Content Strategist.
Marketing Engineer.
Team Builder.
Doer.

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154 Arbor Ave.
Monroe, MI 48162

B.S. POLITICAL SCIENCE
1995
Miami University
Oxford, OH

Author
[Born to Blog](#)

Skills

Digital Media Buying
●●●●●

Social Ad Planning
●●●●●

Paid Search Planning
●●●●●

SEO
●●●●●

Analytics & Testing
●●●●●

Email Marketing
●●●●●

RoR (Coding)
●●●●●

HTML/CSS
●●●●●

Integrated Marketing Manager

Detroit Metro Convention and Visitors Bureau

Leads the integrated marketing team that weaves advertising, PR, website, and content marketing tactics into a cohesive brand strategy.

- Increased social media-driven views from 260,000 to 1.2 million in 2 years
- Launched Detroit video initiative resulting in over 2 million video views in under 12 months

CEO / Founder

Pushing Social

Founder of content marketing boutique agency focused on the needs of nonprofit organizations and high-growth startups.

- Offered full-service portfolio including content development, content promotion, and social selling support.
- Authored [Born to Blog](#), a non-fiction guide on how to turn any passion into a blogging platform.

VP Marketing / Strategy

Fluency Media

Lead Digital and Social Media Strategist supporting business development and client services operations.

- Key clients included the Michigan Economic Development Corporation, the National Association of Realtors, Brink's, and Beaumont Hospitals.
- Developed and implemented a comprehensive marketing plan that generated client leads from email, social media, and search engine channels.

VP Management Supervisor

Campbell-Ewald

Managed and launched award-winning online, social media initiatives and managed digital display media, social media, and search engine optimization programs.

- Successfully launched 4 retail products resulting in increased market share and retail sales.
- Researched and deployed groundbreaking viral marketing programs

Account Supervisor

Y&R / Wunderman

Lead Digital Account Manager for Lincoln/Mercury responsible for coordinating the delivery of media, creative, and website production services.

- Coordinated cross-discipline initiatives that leveraged the digital program to extend the impact of broadcast and print campaigns
- Supervised, managed, and trained team of digital account managers

2017-PRESENT
Detroit, MI

2012 - 2017
Detroit, MI

2007 - 2012
Ann Arbor, MI

2006-2007
Warren, MI

2003-2006
Southfield, MI

