



STEPHANIE MARIE SMITH

Customer-Centric Martech Innovation Leader

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Summary

Engaging, data-driven, end-to-end omnichannel marketing manager with 10+ years of experience utilizing market intelligence and technology to drive business growth, CMS/CRM optimization, campaign success and ABM solutions. Strong interpersonal communication skills motivating and collaborating across teams.

Skills

Strategic Planning
Product Marketing
Project Roadmaps
Audience Targeting

Account Based Marketing
CMS / CRM Expert
Search Engine Optimization
Campaign Development Expertise

Technology Optimization
Journey Mapping
Persona Development
Automation Workflows

Expertise

Product Development and Digital Engagement Strategy

- Maximized capabilities of 50+ new or existing products through holistic digital strategies resulting in six-figure revenue growth for Fortune 500, SaaS, nonprofits, e-commerce, education, and healthcare clients.
- Boosted product demand by 30%, managing roadmaps, market valuation, launch strategies, and measurement for continued optimization.
- Increased user engagement by 30% through personalization, A/B, and segmentation strategy.

Technology Infrastructure Strategy

- Streamlined multi-client marketing and sales efficiencies, and data through technology stack audits, implementations, and integrations leading to 20% boost in online sales conversions.
- Improved lead acquisition by 25% through lead scoring, property mapping and segmentation.
- Innovated organizational operations with automated workflows and AI to enhance productivity.

Website Management, Optimization, and SEO

- Led site launches using a waterfall and agile approaches to stay on budget and timeline, managing agency, developers, and stakeholder expectations.
- Spearheaded 15+ client SEO strategies, leading to higher search share, positioning, and improved voice search results, for increased traffic, conversions, and 500% ROI.
- Developed technical guides for CMS, CRM, SEO, and led onboarding trainings.
- Managed sites, A/B test strategies, and SEO, including [Plan USA](#), [GoDaddy VF](#), and [BSMG](#).

Campaign Development and Management

- Successfully achieved a 300% increase in lead generation through omnichannel campaigns guided by detailed personas, user journey touchpoints, advertising plans, content messaging, and key performance indicators (KPIs) to capitalize on growth opportunities.
- Built and deployed GTM plans designed across verticals aligning with market needs and customer preferences for 100% increased user adoption.
- Delivered ABM strategies utilizing data insights and HubSpot to generate 3x ROI.

Business Development and Measurement Strategy

- Built scalable marketing strategies with real-time analytics dashboards to track performance opportunities, collaborating with stakeholders, designers, and developers.
- Generated audience insights and market intelligence to inform successful digital marketing strategies through social listening, search analysis, and competitive research.
- Won RFPs and new projects with business intelligence to inform strategies and processes.

Professional Experience



Senior Martech and Operations Analyst *Finn Partners, Remote (10/2022 – 3/2024)*

Led client strategies for marketing technology, developing new product/platform verticals including voice-to-search audits, technology implementations, integration setup, and onboarding training.



Migrated ADVI sales and marketing teams from Constant Contact to HubSpot CRM with SF integration for data efficiency, comprehensive marketing capabilities, and real-time report dashboards to better track sales ROI by deal stages.



Delivered Datwyler Healthcare with actionable ABM strategy based on high-performing business targets, measurement plans, and HubSpot data for potential 3x revenue return.



Streamlined Christopher and Dana Reeve Foundation's technology infrastructure, including HubSpot CRM lead scoring, automation workflows, and reporting dashboards for increased campaign performance and 25% ROI.



Senior Manager: Go-to-Market *Venture Forward, GoDaddy, Remote (12/2021 – 9/2022)*

Brought 14 new products to market in support of microbusiness legislature, utilization of data, working with senior management, data scientists, and PR.



Launched interactive experiences, including the Data Hub, Explore the Data, and Press pages for 100% increased user engagement. Managed site and migration of new Pagely host server, working alongside developers for faster load speed for SEO and UX.

Conducted GTM strategy based on market intelligence, including access to broadband, persona and journey mapping, SEO, and digital marketing plans.



Grew Venture Forward GTM presence through GoDaddy brand partnerships with *This is Where We Stand*, and mySidewalk for 1,200% surge in site traffic.



Senior Web Content Manager *Plan International USA, Remote (6/2019 – 10/2021)*

Led nonprofit e-commerce and gated donor website rebuild, collaborated with UK team on International trial web application development to launch *International Day of the Girl* campaigns.

Increased donor acquisition by over 30% through strategy and platform integration of site forms, SMS, peer-to-peer fundraising campaigns.

Effectively enhanced digital merchandising of donation products, development of seasonal sponsorship gifts, cart checkout process, and increased revenue by 30% YOY.

Boosted omnichannel engagement and exceeded EOY nonprofit donation campaigns by 500% through a compelling transmedia storytelling campaign.



Collaborated with advocacy teams to identify growth opportunities and drive product development, like Plan's *Because I am a Girl* campaign reaching over 4 million girls, and Always sponsorship to break period stigma.

Digital Engagement Strategist *RDW Group, Providence, RI (10/2017 – 4/2019)*

Marketing Campaign Manager *Brokers' Service Marketing Group, Providence, RI (6/2016 – 9/2017)*

Business Dev & Marketing Manager *New England Medical Designs, Providence, RI (5/2015 – 6/2016)*

Account Executive *The Boston Globe, Boston, MA (8/2013 – 5/2014)*

Account Manager *Taylor Creative Inc., New York, NY (2/2010—6/2013)*

Client Services Associate *The New York Times Digital, New York, NY (1/2008 – 2/2010)*

Platform Proficiency

Content Management Systems — WordPress, Drupal, Optimizely
CRMs — HubSpot, Salesforce, Marketo, Constant Contact, Shopify
SEO — Moz, SEMRush, Google Lighthouse, SiteImprove
Google Ads, Google Analytics 4, Looker, Tableau, ZoomInfo,
Adobe Suite, Figma, Mural, MS Suite, Trello, Asana, Jira,
Basic HTML, AI

Education and Certificates

BA: Communications
The University of Tampa | Tampa, FL
Honors, Cum Laude

Certificates

HubSpot Solutions Partner, Marketing Software, Digital Marketing,
Inbound, CRM Data Migration, Content Marketing, SEO Certified
Salesforce Marketing Certified
Google Generative AI Certified
SEMRush Academy Certified
Google Ads Certified
Alex & Ani Positivity Training

Portfolio

stephaniesmithportfolio.com

Volunteer

PR Volunteer Roger Williams Park Zoo
Meeting Street
Rhode Island Community Food Bank
