TIFFANY SMITH

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**EXPERIENCE:**

**William Woods University (August ’16–Present)   
Fulton, Mo.**

**Director of Content and Publicity**

* Oversaw content (editorial, video, PR, and social media) for a school ranked one of the top 75 regional universities in the Midwest.
* Spearheaded implementation of a new content site (news.williamwoods.edu) that increased pageviews by 63%.
* Devised a strategy for a new university magazine, from surveying alumni and brainstorming articles to preparing RFPs and directing a cover shoot.
* Overhauled all social media accounts, with a focus on engaging posts. Highlights include a finals contest, a series about why alumni give, and a regular spotlight on a beloved barn cat.
* Launched a long-form editorial series profiling alumni, faculty, and students from different majors to drive awareness of academic programs.
* Introduced a video strategy focusing on the fun (a holiday greetings lip sync), the informative (interviewing freshmen on why they chose the school), and the celebratory (highlights of move-in day), the last of which won a 2018 CASE District VI silver award for video.
* Solved long-term photo organizational problems with a new cloud-based storage tagging system.
* Advised on the design and messaging of marketing materials.
* Orchestrated PR efforts for over a year, including writing news releases, liaising with reporters, acting as a university spokesperson, serving on the crisis committee, and advising administration.
* Presented lectures to the university community on leadership and social media.
* Supervised a three-person staff, plus a full-time graduate assistant and three interns.

**Bentley University (June ’15–July ’16)   
Waltham, Mass.**

**Publisher, Content Marketing** (Left this position because my husband received a job offer in Missouri.)

* Acted as “chief storyteller” for one of the nation's leading business schools, developing content strategies that involved the latest SEO, social media, and marketing tactics.
* Coordinated all aspects of the 40-page university magazine (65k+ circ.), published three times/year. Added process improvements, developed story line-ups, found alumni and students to feature, and worked with freelance writers, photographers, and designers. Won the 2016 silver national CASE award for magazine publishing improvement and 2017 CASE District I silver magazine award.
* Ran a career-focused blog to drive inbound traffic, including premium content packages like the “30 Days to a New Job” series.
* Directed two blogs: a new one aimed at prospective/current undergraduate students (grew from 100 pageviews/month to over 5k in less than four months), and one for graduate students (grew from 3k pageviews to over 11k).
* Created series to promote school strengths, including “Entrepreneurs of Bentley” student profiles.
* Worked closely with social media manager to create sharable assets and amplify them.
* Collaborated with PR team to develop and promote stories.
* Tracked budgets and analytics to measure ROI for content program.
* Managed a staff of three, plus additional freelancers and external content agencies and vendors.

**Care.com  
Waltham, Mass.**

**Senior Associate Editor (July ’14–May ’15)**

**Associate Editor (June ’12–July ’14)**

* Oversaw articles, blogs, infographics, videos, etc. for a site with 14M members.
* Grew the content marketing program from 3 articles per month to 300, with a pageview increase of 500%, and a 1,000% rise in organic traffic.
* Achieved page 1 Google rankings for numerous articles.
* Developed new content-driven elements for the site, such as Q&A platform and product highlights.
* Worked closely with marketing team to promote content via email, social, syndication, etc.
* Wrote content for PR team to pitch to media. Hits included *TODAY Show*, *NYT, WSJ, Time*, CNBC, etc.
* Assisted with corporate communications, including writing speeches and blogs for executives.
* Managed an associate editor, two full-time interns, freelancers, and content and SEO agencies.

***West,* Thomson Reuters  
Boston, Mass.**

**Development Editor (April–June ’12)**

**Publishing Project Manager (Aug. ’09–April ’12)**

* Wrote business and legal articles and blog posts for one of the world's largest publishers.
* Interviewed top C-Suite executives, lawyers and government officials on cutting-edge issues.
* Researched new markets to appeal to wider audiences and implemented more efficient processes.

***All You*, Time Inc. (April ’05–July ’08)**

**New York, N.Y.**

**Assistant Editor**

* Wrote and edited articles for a monthly women’s service magazine (circ of 3M+), site and blog.
* Managed the entertainment, travel, and technology sections, and served as gift guide and toy expert.
* Oversaw freelancers, including assigning articles, organizing contracts, and finding new talent.
* Represented the magazine on television and radio as a spokesperson.

**Editorial Assistant (April ’05–Jan. ’07)**

* Acted as the primary fact-checker for the magazine and website.
* Wrote and researched articles.

***TIME for Kids*, Time Inc. (Sept. ’01–April ’05)  
New York, N.Y.**

**Editorial Intern**

* Wrote articles for a children’s weekly news magazine (circ. of more than 4M) and website. Stories dealt with news, features, author interviews, and celebrity profiles (such as Anne Hathaway).

**SKILLS:**

* Proficient in SEO, Google Analytics, Hootsuite/Sprout, various CMS, basic HTML/XML, HubSpot, and Microsoft Office.
* Adept in both Macs and PCs, and in Chicago and AP styles.

**EDUCATION:**

**Fordham University**, Bronx, N.Y.

*Bachelor of Arts*, English; January 2005

Business Minor; Honors Program; Debate Society

Admissions Office tour guide and interviewer