

GRETCHEN SMITH

I help creatives create their best work.

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 **Versatile**
Experienced in creative and strategic aspects of production.

 **Efficient**
Improved photography turn-around time by 12 days (41%).

 **Detail-oriented**
Coordinated copy, photo, and video to launch over 12,000 products.

WORK EXPERIENCE

THINKGEEK
Fairfax, VA

Senior Creative Services Manager, 2013-2018
Creative Services Manager, 2011-2013
Production Coordinator, 2010-2011

- Head of Marketing Creative Team for \$130 million/yr e-commerce web site.
- Managed a team of eight, producing copy, video, photography, and graphic design for marketing campaigns and site merchandising.
- Designed and refined processes for a high volume, highly seasonal creative studio. Managed increases in annual workload of as much as 51%.
- Realized a 41% improvement (12 days) in photography turnaround from 2011 to 2014.
- Selected and managed a team of seven freelancers to supplement internal resources and increase capacity during peak season.
- Managed budget and track key metrics related to department's work.
- Assigned, managed, and monitored 60+ quick-turn projects per week.
- Cultivated a close-knit and versatile creative team, capable of doing a lot with a little.

Aol.
Dulles, VA

Manager of Production: Consumer Marketing, 2009-2010
Advertising.com: Design Manager: Creative Services, 2008-2009
Producer: Network Promotions, 2004-2008

- Directed day-to-day workflow of fast-paced creative department, ensuring all campaigns launch on time and on strategy.
- Provided leadership in best practices, team-building, individual development, industry trends, and departmental goals.
- Directly managed a team of designers, performing regular managerial duties including weekly one-on-ones, performance reviews, and development of individual long-term goals.
- Collaborated with creative team to conceive, write, and produce online promotional campaigns for clients including MapQuest, AIM, Moviefone, TurboTax, and Southwest.
- Translate marketing objectives into creative campaigns.
- Ensured promotions met with AOL's brand and quality standards.
- Managed external agencies and vendors to ensure timely and cost-effective program execution.
- Designated "Top Talent" (awarded to top 10% of AOL employees).

OTHER WORK EXPERIENCE

Producer, MHz Networks, 2002-2003
Playback Editor, News Channel 8, 2001

EDUCATION

B.A., Broadcast Communications and Film, Elon University

SELECTED PROJECTS

BRAND BOOK

In 2015, ThinkGeek was acquired by GameStop and in a matter of months we began to open physical retail stores. I spearheaded the creation of a company brand book to capture ThinkGeek's voice and history. The brand book is used to maintain a consistent brand experience online and in stores.



APRIL FOOLS

Each year ThinkGeek creates fake products for April Fools. It's one of the company's biggest traffic days and has helped cement ThinkGeek's place in internet culture. Since 2011, my team has taken off-the-wall ideas and made them into reality. It's easily some of our most chaotic and brag-worthy work.

TV COMMERCIAL

Our e-commerce creative team was tasked with producing a television ad for a highly anticipated ThinkGeek product launch. While continuing to manage our regular peak workload, I helped book a studio, find talent and crew, coordinate set design and build, and rent equipment. The commercial was seen 9.8 million times, airing on Comedy Central, ESPN, and CNN.

