



Jason A. Smith

Creative Director

Sales Marketing • Creative Strategy & Design

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Summary

Strategic problem solver with 15+ years hands-on creative, marketing and production management experience. Committed to providing next-level strategy and results-oriented solutions via creative ideation, leadership and support coordination across all media by blending an analytical approach with a desire for innovation.

Experience

McClatchy / Excelerate Digital • Creative Director

JANUARY 2019 - PRESENT, KANSAS CITY, MO

Creative leader focused on developing and deploying unique brand strategies, eye-catching visuals, data-driven messaging and proven performance tactics to support our partners' marketing efforts nationwide. Driven by client acquisition in key revenue channels and dedicated to delivering enhanced story building techniques and cohesive creative to meet and surpass KPIs across all audience segments.

High-level communicator with both internal and external stakeholders, ensuring a client-focused approach is always the top priority throughout pre-sale, campaign launch and thereafter by offering ongoing creative support for key accounts.

The Kansas City Star Media Co. • Multi-Media Art Director

OCTOBER 2016 - JUNE 2019, KANSAS CITY, MO

Cross-functional creative dedicated to strategic client accounts, promotional marketing and other revenue generating opportunities in digital, print and video at Kansas City's largest media company and regionally for McClatchy, Inc. Consistently worked across teams and with media partners to explore new angles enhancing company and client growth through creative improvement.

Marketshare Publications • Graphics & Production Manager

MAY 2005 - JULY 2016, OVERLAND PARK, KS

Creative lead responsible for developing and directing thousands of print and online media pieces, promotional materials and direct marketing solutions for clients nationwide in numerous roles spanning over 11+ years. Supervised creative staff, coordinated with off-site press partners and vendors and supported a large in-house sales staff to maintain the efficient production of national advertising publications with circulation in excess of 15 million annually.

Education

University of Missouri - Kansas City

B.A. Studio Art (Graphic Design & Photography)

AUGUST 2002 - DECEMBER 2004, Kansas City, Missouri

University of Central Missouri

Photography & Graphic Arts Technology

AUGUST 2001 - MAY 2002, Warrensburg, Missouri