



# Patrick Smith

Multifaceted Creative Professional

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I strive to cultivate my best self, to be a catalyst of positivity in the lives of those around me, and to work towards my long list of personal dreams and professional ambitions. There is no obstacle I cannot tackle: if I know, I will do. If I do not know, I will learn until I can and then I will do.

## WORK EXPERIENCE

### Director of Content Cover 3 Marketing

10/2020 - Present

Remote/Cincinnati, Ohio

A digital marketing agency focusing on helping small to medium sized businesses cultivate and scale their digital presences.

#### Achievements/Tasks

- Worked with clients to develop a comprehensive content strategy that aligned with their brand and business goals.
- Collaborated with Design Lead to create modern, user-friendly websites and landing pages.
- Created copy/content for blog posts, social media posts, and email campaigns (All aligned w/ SEO best practices).

Contact: Eric Stepp, CEO - Eric@cover3marketing.com

### Director of Content/Marketing Studium

04/2019 - 05/2020

Columbus, Ohio

An educational technology startup providing a student engagement and retention platform working vertically to enhance the college experience.

#### Achievements/Tasks

- Developed and executed on content and SEO strategies, principally involving establishing/tracking KPIs, collaborating on content, and managing the writing team for our blog.
- Wrote copy for both iterations of our website, managed all social profiles/posts through Sprout/Sendible, and independently produced various pieces of essential collateral (white papers, brochures, exec summary, etc.).
- Collaborated with the sales team on lead-generation efforts like email campaigns, CRM management, and general outreach/prospecting strategy.

Contact: Chris Asman, CEO - chris@joinstudium.com/614-402-0359

## SKILLS

Content Marketing

Digital Marketing

Copywriting

SEO

Web Design

Content Creation

Blog Writing

Social Media

Brand Development

Editing

Leadership/Management

Creative Strategy

Email Marketing

Music

Creative Writing

## EDUCATION

### Bachelor of Arts: English Literature, Creative Writing, Philosophy The University of Cincinnati

01/2016 - 04/2019

GPA: 3.9

#### Courses

- Entrepreneurship
- Marketing
- Digital Media
- Content Creation

## PERSONAL PROJECTS

### P. G. Creative (10/1996 - Present)

- A media conglomerate dedicated to creating content and celebrating creativity within a variety of artistic pathways.
- Currently developing an interactive, comprehensive website that will act as my general portfolio and serve as the nucleus for all of my endeavors.

### Harmon Ballin' Cancer Classic (02/2018 - Present)

- Founded and presided over a basketball tournament for cancer awareness to be held every Mother's day weekend in memoriam of my late mother, who passed away from a rare form of cancer when I was 13.
- In our first year, we raised over \$2,000 dollars for the American Cancer Society. I have even bigger plans and higher hopes for this year's event.