



MARTIN SMITH

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PROFESSIONAL SUMMARY

I'm a digital marketing consultant who has worked for Procter and Gamble M&M/Mars, been a Director of E-commerce, and started two companies. Companies I've worked for profitably made more than \$50 million from every aspect of digital marketing, including:

- Develop Strategic Planning & Brand Strategy.
- Create websites that convert visitors to buyers or contributors.
- Design websites based on data and goals & optimize (SEO).
- Deploy Content Marketing & write copy.
- Post Social Media Marketing, evaluate, rinse and repeat.

SKILLS

- Develop Digital Marketing based on buying personas, goals, and metrics.
- Content Marketing based on 80-20 Rule.
- Create E-Commerce sites that convert visitors to buyers.
- Search Engine Optimization (SEO).
- Strategic Website Design using 1-9-90 Rule.
- Write evergreen, blog, and key page content.

EXPERIENCE

Marketing Consultant

Current

PatientsVoices.net

Helped PatientsVoices.net, a healthcare startup using AI to quantify patient stories, develop an online marketing plan, redesign their SquareSpace website, create new content, and utilize social media to drive healthcare decision-makers to the new site. Results since launch show why strategic thinking, web design, and content marketing matter,

- Increased Unique visitors by 35%.
- Grew sessions by 44%.
- Decreased Bounce Rate by 8%.
- Time on site is approaching nine minutes!

EDUCATION

BA Psychology

Vassar College, Poughkeepsie, NY

Choate School, Wallingford, CT

ADDITIONAL INFORMATION

Find a more complete resume and other current project summaries at MartinWescottSmith.com/resume.html.