



BRAD SMITH

MARKETING PROFESSIONAL

(540)-529-9858 • +hacketjoe@gmail.com • bradsmithmarketing.com

SKILLS

STRATEGY

- Marketing Strategy
- Communications
- Budgeting
- Brand Management
- Art Direction

DIGITAL

- Web Development
- Digital Signage
- SEO, Adwords
- Amazon Program Management

PRODUCT

- Product Management
- Program Management
- Project Management
- Online Training

DESIGN

- Graphic Design
- Video Production
- Lead Management Software

ACCOMPLISHMENTS



5 M YouTube Views

Campaign generated 2 Million views in the first year



Mobile Showroom

Responsible for locksmith mobile showroom



MSC Program

Started a pseudo franchise network program for dealers



Product Selectors

Established customer centric product creators



Online University

Created & managed content for custom online university



Digital Signage

Created & managed content for over 150 locations

EXPERIENCE

2014

Director of Marketing

ASSA ABLOY High Security & Aftermarket Group (Medeco, Arrow, ASSA, ABLOY & Mul-T-Lock)

2012

Director of Marketing

Medeco & Arrow Locks

2011

Director of Business Development

Arrow Locks

2006

MSC Program Manager

Medeco & Arrow Locks

2001

OEM Marketing Manager

Medeco Locks

SOFTWARE

Office

Photoshop

Premiere

Illustrator

Indesign

After Effects



EDUCATION

MBA

Radford University2003

BS, Marketing Management

Virginia Tech1998