

OBJECTIVE

To do great work for great clients.

AREAS OF EXPERTISE**Copywriting**

Tempering business needs of the client with effective, creative marketing strategy and solutions. Developing a range of conceptual approaches that explore traditional, non-traditional and web-based solutions. Crafting strategically sound messaging that works effectively within the chosen marketing medium.

- Re-branded and re-positioned a fast-growing bank client, including all aspects of consumer and commercial lines of business, to capture greater market share from larger regional competitors.
- Developed and produced national television, radio and supporting print campaigns that exceeded client expectations and sales goals.
- Designed architecture and wrote full web copy for a 100% dynamic Managed Services website in use globally.

Broadcast Production

Managing all aspects of audio and video production, from initial casting, tech/location scouting and pre-production planning, to on-set creative direction and audio/video post production.

- Creative lead on a ¾-million dollar shoot in Pittsburgh, PA to launch our bank client's brand in a new market. Launch response in-market exceeded client's expectations and strengthened their position in acquiring another bank.
- Produced audio for more than a dozen national retail automotive campaigns for radio and television. Over 4,000 commercials produced, shipped and broadcast nationally in one year for television alone.

Marketing and Communications Strategy

Working closely with Marketing Directors, Presidents and CEO's from local, regional and national companies and not-for-profits to identify marketing strengths, weaknesses, priorities and goals and develop creative solutions to meet or exceed those goals.

- Developed and supervised implementation of effective strategic marketing plans that include budget parameters, timing, pre- and post-campaign research/evaluation, development and implementation.
- Crafted fully integrated, multi-million dollar brand and retail campaign launches in two major markets, including broadcast TV and radio, web, print, outdoor, transit and guerilla/non-traditional media.

Business Development

Spearheading successful new business efforts across multiple vertical market specialties. Developing strategy for introduction to potential local, regional and national clients through extensive networking efforts and research into possible areas of improvement and need for support. Initiating contact and presenting agency capabilities and case for partnership.

- Secured over \$2M in 2007 and over \$100M since 2008 as Creative member of new business pitch team.

Project Management/Leadership

Fostering effective communication between clients and agency creative team through focus on accurate, comprehensive understanding of both client need and agency solution. Primary industries include: health care, financial services, B2B, and public utilities.

- Successfully managed a \$2.5M awareness campaign for two consecutive years, including: client service, budget and process accountability, estimates and timelines, planning and leading team meetings and coordinating deliverables.
- Managed a \$500K budget and day-to-day process for successful development of over 80 unique financial advisor seminars over two years, including assimilation of client input, creative coordination and delivery of final files.

STEPHEN M. SMYTHE

PROFESSIONAL EXPERIENCE

MARKETING AND BUSINESS

Creative Supervisor/Broadcast Producer 2009 - Present
Jay Advertising, Rochester, New York

Copywriter 2007 – 2008
Jay Advertising, Rochester, New York

Partner/Creative Director 2007 – Present
Rugged Intellectual, Canandaigua, New York

Copywriter 2006 – 2007
Roberts Communications, Rochester, New York.

Business Development Manager/Account Executive 2004 – 2006
Roberts Communications, Rochester, New York.

RELATED ADDITIONAL

Fly Fishing Sales Representative 2002 – 2004
L.L. Bean, Tysons Corners, Virginia

Teaching Assistant (Full Graduate Scholarship) 2000 – 2002
George Mason University, Fairfax, Virginia.

Writing Instructor/Tutor 2000 – 2001
English Language Institute (ELI), George Mason University, Fairfax, Virginia.

Pathologist Assistant (autopsy procedure) 1998 – 2000
Genesee Hospital, Rochester, New York

Coach & Founder 1995 – 1997
Varsity lacrosse program, Finger Lakes Community College, Canandaigua, New York.

Combat Engineer/Ammunition Specialist 1989 – 1995
United States Army.

EDUCATION

Master of Arts Degree, English, 2004, George Mason University, Fairfax, Virginia.

Bachelor of Science Degree, English, 2000, State University of New York, College at Brockport, Brockport, New York.

Associate Degree, Biological Sciences, 1997, Finger Lakes Community College, Canandaigua, New York.

MEMBERSHIPS/AFFILIATIONS/AWARDS

- **At-Large City Councilman**, Canandaigua, New York, 2009 - 2011
- **ADDY & Telly advertising award winner** for print and broadcast, 2008, 2009
- **Blog author**, fishingpoet.com, 2009 - present
- **Rochester Advertising Federation**, Rochester, New York, 2007 - 2009
- **Alumni Association Executive Council**, Finger Lakes Community College, 2005 – 2008
- **Ordained Elder**, United Presbyterian/Baptist Church, 2005 – 2008
- **Lannan/Folger Fellow** for poetry, Washington D.C., 2000 – 2001
- **Published Author** of poetry in nine literary journals