

Britt C. Smith AI-FORWARD • B2B & B2C MARKETING

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EXPERIENCE

Digital Marketing Manager | Marketri

March 2024 - Present

- Developed and executed full-funnel digital marketing strategies for B2B and B2C clients in highly specialized industries, including biopharma cold chain engineering, offshore engineering, private equity, cardiovascular healthcare, manufacturing, and construction—with annual revenues exceeding \$20M
- Managed digital campaign strategy and performance across paid media (Google, YouTube, LinkedIn, Rollworks), SEO, email automation, and HubSpot CRM, resulting in improved lead generation and marketing ROI
- Oversaw website strategy, lead capture workflows, HubSpot CRM, and content strategy for clients, ensuring alignment with buyer journeys and business goals through data-driven recommendations and channel integration
- Acted as both account manager and marketing strategist for multiple clients, owning key relationships, building strategic plans, and serving as a trusted advisor alongside Marketri's Fractional CMOs
- Partnered closely with Fractional CMOs, content strategists, subcontractors, and creative leads to ensure consistency in messaging and campaign execution
- Led the internal marketing strategy for Marketri, positioning the firm through brand awareness campaigns, demand generation efforts, and thought leadership
- Developed a Public Relations for AIO for Marketri and client accounts with large success due to press releases, byline articles, professional speaking engagements for the Marketri owner and fractional CMO, self-hosted and guest podcasts, and YouTube video series

Digital Marketing Specialist | Bob Mills Furniture

2023 - 2024

- Managed and optimized digital marketing ad budgets and campaigns for accounts including Google, CTV, Meta, Pinterest, TikTok, Next Door, YouTube
- Implemented continuous optimization strategies across various digital marketing channels including Google Ads, Social Media, CTV, email & sms marketing, organic & paid SEO, and reputation management
- Currently working alongside Google for a Case Study in traditional retail sales through integrated Ads programs
- Facilitated digital campaigns for the biggest sales day in company history (Labor Day 2023), biggest sales month in location history (Waco, Nov 2023)

Marketing Manager, Campus Director | iCode Edmond

2021 - 2023

- Managed a team of 13-27 employees
- Developed AP/AR system, payroll, expense reporting, and daily sales systems
- Exceeded 2022 sales goals by the beginning of Q4
- Created programming, onboarding, continuing education, curriculum management, and marketing strategies
- Facilitated a two-year contract with the Oklahoma City Thunder and Google

AI EXPERIENCE

- Active Member of AI Council at Marketri
- Worked to develop Integrated use-cases, best practices, company ethics policies
- Developed AI for B2B Sales Guide & Speaker Presentation
- Attended Inbound 2024 & AI for B2B Marketers Summit 2025

SOCIAL ACCOUNTS MANAGED

- @marketri
- @modalitysolutions
- @freedommillwork
- @cardioascularlogistics
- @bobmills_furniture
- @icodeedmond
- @shopthenickel
- @letsgowithbritt
- @frombrittseyeview

HIGHLIGHTS

- Managed Marketri client whose close-won more than doubled in 2024
- Bolstered Marketri's LinkedIn audience from 24,000 to 38,000 in one year through an aggressive brand awareness campaign
- Biggest sales day in Bob Mills Company History - Labor Day 2023
- Developed new TikTok Ad Strategy for Bob Mills Furniture still in use today
- Doubled iCode Edmond sales from 2021 to 2022
- Oklahoma Gazette cover photographer April 2018
- Photography featured at OETA, OSU, and MeowWolf

Inventory Manager & Sales Team Leadership | Bath & Body Works #2426

2020 - 2023

- Managed shipment processing and reporting for a Tier II store, in a sales region with more than \$8 million in monthly sales during high traffic seasons
- Regularly assisted with general manager duties, overtime and extra shifts
- Fulfilled merchandising and in-store corporate marketing standards

Marketing & Building Manager | PC Executive Services

2018 - 2020

- Increased company occupancy from 73.3% to 91% occupancy in winter 2018
- Maintained overall full-time office occupancy rates during the oil/gas price drop in fall 2018 for the first time in company's history
- Managed digital, print, networking, and product marketing campaigns with original, on-brand content to generate brand awareness and sales leads
- Building manager for Mon Abri Business Center
- Worked with various data software systems including EVO, WUN Systems for Data & WIFI Management, PSI Door Access, KUBE by WUN Systems, and Happy Desk
- Represented the company at the Edmond Board of Realtors networking meetings, Oklahoma Bar Association Annual Conference, and OKCPA CPE Annual Blowout
- Attended all community networking events in lieu of the owner during a health crisis 2018 - 2019 and planned all on-site events

Marketing & eCommerce Sales Manager | Wooden Nickel

2016 - 2017

- Designed new eCommerce website still in use as of 2025, integrating the Lightspeed Retail Point of Sale software with Lightspeed eCommerce
- Created a new form of income for the company with over \$10,000 in sales in November 2016, less than two months after the website went public
- Managed phone sales, online customer service, social media management, branding update
- Planned events related to seasonal sales and anniversaries, community outreach, brand development, advertising, and vendor relationships

EDUCATION

Certificate in Digital Marketing Science | Oklahoma State University

B. A. in Finance | University of Central Oklahoma

B.F.A. in Dance Performance | University of Central Oklahoma

Minor in Business Administration

WEBSITES DESIGNED

- christiankarateacademy.com
- shopthenickel.com
- brittseye.com

CERTIFICATIONS

- Google Ads Search Certification
- Google Analytics UA Individual Qualification
- HubSpot Email Marketing
- Mandated Reporter
- BSA Youth Protection Certification

PROFESSIONAL ORGANIZATIONS

BDO Alliance

BRN Partner

2025

- Marketri Key Contact & Representative

Edmond Board of Realtors

Affiliate Partner

2018 - 2020

- Essential Offices Key Contact & Representative

VOLUNTEER ORGANIZATIONS

Boy Scouts of America

Volunteer Leader

2019 - Present

- Pack Committee Chair, Troop & Pack Committee Member, Den Leader, District Committee Member, District Committee Chair

Daughters of the American Revolution

Volunteer & Charter Member of the Cordelia Steen Chapter

2020 - Present

TECH EXPERIENCE

Marketing Platforms & CRM

- HubSpot (including Smart CRM & Breeze), Klaviyo, Active Campaign, Campaign Monitor, EngageBay, MailChimp, Pipedrive, Intercom, Meta Business Suite, Attentive

Surveys & Reputation Management

- Podium, Google Reviews, Guild Quality Surveys, Survey Monkey

Advertising & Paid Media

- Google, Meta, Tiktok, LinkedIn, Pinterest, YouTube, YouTubeTV, Rollworks, Paramount, Hulu

Analytics, SEO, and Reporting

- Google Analytics (GA4 & UA), Google Search Console, Looker Studio, SEMRush, Domo

Social Media Management

- Hootsuite, Later, Facebook, Instagram, Twitter, LinkedIn, Snapchat for Business, Pinterest for Business, Blog Stomp

Creative & Content

- Adobe Creative Suite (Photoshop, Elements, Lightroom), Canva Pro, Veed.io, Descript, Over, Animoto, TinkerCad, PhotoMechanic

Web Platforms & CMS

- WordPress, Squarespace, Wix, SmugMug, Blogger (Google), Builder Design, P.A.S.S., Lightspeed eCommerce, GoDaddy, Bluehost, Network Solutions

AI & Emerging Tech

- ChatGPT, Claude, Perplexity, Gemini, Jasper, Copy.ai, Midjourney, DALL-E, Google Notebook LM

Communication, Scheduling, and Productivity

- Microsoft Office Suite, Microsoft Teams, Acuity Scheduling, Calendly, Zapier, Slack, Teamwork

POS & Business Management

- Lightspeed Retail POS, Squirrel POS, BBW POS & BOPUS, Quickbooks, Square, WolfPak (Oil & Gas Financial Management)

Real Estate & Property Management

- BuilderTrend, Zillow for New Home Construction, AppFolio, WUN Systems (including Data, WIFI, VoIP, Door Access), KUBE by WUN, Happy Desk, PSI Access Control Systems