

◆ ERIN E. SMITH

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Creative and Brand Executive

EXECUTIVE SUMMARY

Executive creative leader who sets the high-level strategic vision and turns data-driven strategies into creative solutions. People-centric leader who builds high-quality teams and individuals across disciplines; trusted cross-functional collaborator. Creates memorable experiences, builds solid brand foundations, and increases brand affinity through knowledge of the creative processes, industry best practices, and business frameworks. Expert in scaling creative output to meet a brand's evolution through deep product and design understanding.

CAREER HIGHLIGHTS

- Launched the revolutionary product Square Card and exceeded campaign goals by 350%
- Partnered with marketing leadership to develop the Square brand positioning. Steered the successful development and rollout of a global brand refresh.
- Developed the narrative and content strategy for patrickta.com which resulted in positive ROI within 6 weeks of launch
- The Rabbit Whisperer: Official Selection, the Mill Valley Film Festival. Film resulted in doubling fundraising revenue year-over-year for Marin Humane Society.

EXPERIENCE

Multiple Clients – Fractional Brand Narrative and Brand Strategy Executive

November 2022 - PRESENT

- **Verbal + Visual:** Acting head of verbal strategy and content, leading development and execution of verbal strategy for a variety of ecommerce clients.
- **LA Philharmonic:** Crafted narrative pillars, strategic goals, forward-looking creative direction, and campaign concepts/taglines for the 2024/2025 season.
- **SPAN:** Developed sales enablement messaging strategy and built brand narrative and personality framework using stakeholder interviews, audience profiles, and competitor insights.
- **GitLab:** Consulted on RFP deck and strategy for an agency search.

Block, Inc (Square), San Francisco, CA

April 2018 - September 2022

Creative Director, Global Brand Creative

Promoted in 2020 to serve as a key leader of the Global Brand team, overseeing copy and creative across brand design systems, brand awareness campaigns, and international marketing initiatives.

- Partnered with SVP-level leadership to design the creative org structure, influence annual roadmaps, develop the copywriting discipline, and prioritize strategic global initiatives. Provided strategic and day-to-day leadership for a team of six fully remote professional- and management-level employees and scaled the Global Brand Team from three to 30+ employees
- Co-lead the creative development of global campaigns, steering a major brand refresh from pre-planning through rollout. Collaborated with country leads, strategy, and the c-suite to craft voice and tone guidelines that could flex across multiple international and domestic markets.
- Partnered with brand strategy leads, defining global brand positioning and personality traits. Led and directly contributed to the Voice and Tone Guideline adopted across product teams, customer success, PR, editorial, and global geos.

- Wrote, oversaw, and executed multi-award winning brand awareness campaigns, garnering positive press, doubled view time, and increased web traffic by 84% year-over-year.
- Acted as senior leadership on two global RFPs, resulting in relationships with Stink Studios London and 72andSunny Amsterdam. Refined strategy and creative concepts from agency partners for multiple international launches and global initiatives.
- Authored Square-wide interview rubric and marketing copywriting career ladder. Developed change management plans and frameworks for multiple reorgs.

Associate Creative Director

Executed creative work focused on increasing the impact of new product launches, new features, tutorial videos, testimonials, paid and earned media, documentary films, and print collateral for multiple products.

- Selected by CMO to develop and implement COVID19-specific messaging framework and directed all outbound messaging for the Square business unit to ensure a consistent brand for the first six months of the pandemic.
- Developed a robust campaign for the launch of Square Card; campaign exceeded KPIs by 350%.

Salesforce, San Francisco, CA – Lead Copywriter

January 2016 - December 2017

Ideated and executed creative work across multiple channels within aggressive deadlines while overseeing two freelance writers. Instrumental in designing Success Cloud footprint at Dreamforce 2016 and 2017.

- Senior writer for Success Cloud; managed all aspects of copy across touchpoints.
- Refined business and marketing expertise, closely managing goals, metrics, and KPIs.
- Overhauled 32 webpages of Success Cloud presence on Salesforce.com in just two weeks, substantially increasing quality leads. Managed content architecture, writing, and overall strategic focus.

Multiple Clients, San Francisco, CA – Freelance Senior Copywriter

2015 - 2018

Partnered directly with clients to create topline strategy, go-to-market campaign materials, and voice and tone documents.

- Designed concepts that resonated with each client's voice and echoed throughout scripts, headlines, body copy, social media, and websites.
- Key clients included: Peet's Coffee and Tea, Sunshine App, Beepi, Salesforce, and Square.

EARLY CAREER

H&L Partners | San Francisco, CA | **Senior Copywriter**
Swirl | San Francisco, CA | **Copywriter**
Sequence | San Francisco, CA | **Freelance Lead Copywriter**

EDUCATION

Miami Ad School | San Francisco, CA | **Post-Graduate Coursework in Copywriting**
The College of Charleston | Charleston, SC | **Bachelor of Arts in Theater Performance**

SKILLS

- Creative strategy & execution
- Brand narrative design
- People leadership & management
- AI prompting & editing
- Strategic content development
- Marketing campaign leadership
- External agency management
- C-level presentations & pitches

AWARDS

Bronze SF ADDY | Every Day is a Resolution, Square Social Campaign
Five Bronze Telly Awards | Galileo Learning, Online Educational Videos
Adcraft Club of Detroit Best of Show & Best of Integrated Branding | Purple Your Profile Social Campaign
Mill Valley Film Festival Official Selection | The Rabbit Whisperer
D&AD Merit | Internet Explorer