

Landon Smith

CREATIVE
CONTENT
DEVELOPER

Contact

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Portfolio

landonscottsmith.com

Strengths

Creative Problem Solving
Effective Communication
Strategic Collaboration
Maximizing Resources
Project Management
Process Innovation
Content Strategy
Facilitation

Skills

Digital Photography
iOS | MacOS
Lightroom
Instagram
InDesign
Keynote
iMovie
TikTok
Pages

Education

Louisiana State University
Bachelor of Arts in
Mass Communication
Major: Public Relations
Minors: Dance & Business

Summary

I'm a communicator, collaborator, and content strategist. My experience varies from exceptional training facilitation to content development for new and introductory series. I'm known for my ability to transpose complex ideas into relatable concepts with inclusive language. I blend diverse creative approaches with data-driven strategy in order to move ideas forward with energy and efficiency. My ideal role includes designing human-focused content, real-time feedback application, and ample amounts of creative brainstorming or idea iteration.

Experience

La Mer | 2023 |

Social Content Strategist

- Partnered with cross-functional teams to produce authentic and organic brand assets leveraging content where possible for synergistic cross-brand collaborations
- Implemented data-driven insights to tailor TikTok content for target global audiences
- Build and manage an editorial calendar highlighting key moments for each social channel
- Develop and deliver social strategy playbook for brand-wide alignment on all social publications

Freelance | 2020 - Present |

Content Developer

- Develop and execute social campaigns focusing on high-quality, authentic branded content using voice, creative treatment, and relevant storytelling
- Increased my TikTok following by 25x while partnering with various brands and staying informed on industry trends + demographic social media behaviors
- Engage community in a timely manner using authentic brand tone

Compass | 2022 |

Support Content Manager

- Crafted 30+ support articles for handling consumer tickets – reducing ticket volume by 91% and developing new resolution paths that decreased ticket handle time by 25%
- Designed a training curriculum and successfully onboarded 60+ new support ticket handlers
- Developed and executed internal communication campaigns using data and feedback to improve collaboration, increase team alignment, and innovate operating procedures
- Automated existing procedures resulting in \$120K annual cost savings for the national operations team

Apple | 2014 - 2021 |

Content Strategist [2020 - 2021]

- Developed a new YouTube series – *Creative Projects* (Over 32M views on Youtube)
- Produced global virtual learning events with Girls Who Code– resulting in the highest attendance and participant ratings of virtual Today at Apple experiences
- Designed exploratory demo experiences for retail stores to enhance customer learning
- Constructed and premiered marketing toolkits and project trackers to increase efficiency and team alignment regarding global marketing campaigns

Creative Pro [2019 - 2020]

- Directed internal comms for product launches, daily meetings, and learning initiatives
- Delivered market-wide onboarding (virtual and in-person) to groups of 50-200 individuals
- Facilitated daily lessons to increase user efficiency and creativity with Apple devices
- Built and executed an in-store marketing strategy boosting program awareness by 150%

Training Lead & Learn [2018 - 2019]

- Managed a team of 40+ mentors while onboarding 80+ new hires
- Developed training solutions to identify, address, and overcome learning opportunities for our store staff (300+ individuals)

Technical & Operations Specialist [2014 - 2018]