

# Jay Smith, Senior Project Manager/Director

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## SUMMARY

A Senior Project Manager and Program Director with over 15 years of experience leading integrated brand activation efforts in fast-paced agency environments. Expert at managing multiple concurrent workstreams and partnering with senior brand and creative leadership to ensure the seamless execution of high-visibility campaigns. Proven ability to drive project planning, manage dependencies across disciplines (Social, Creative, Strategy, Data), and maintain momentum on complex, multi-channel initiatives.

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## WORK EXPERIENCE

06/2025 – Present	Sr. Project Manager (Freelancer), Huge	Remote
	<ul style="list-style-type: none"><li>• Lead the seamless execution of high-visibility design projects, ensuring alignment across strategy, creative, and technical workstreams.</li><li>• Manage fast-paced scopes while maintaining quality, accuracy, and strategic intent, consistently delivering projects on time.</li><li>• Identify project risks and proactively develop mitigation plans to keep complex, multi-stakeholder workstreams on track.</li><li>• Oversee program-level financial stewardship, including budget development and resource allocation, ensuring projects meet both creative and strategic benchmarks.</li></ul>	
05/2017 – Present	Project Manager/Delivery Lead, Jansjay LLC	Washington, USA
	<ul style="list-style-type: none"><li>• Serve as the primary project management lead for large-scale integrated brand activation campaigns, simultaneously managing 2-3 concurrent workstreams for multiple clients.</li><li>• Partner closely with senior client leadership to coordinate activation efforts across Social, Creative, Strategy, Data/Insights, and User Experience teams.</li><li>• Drive all phases of project planning, including defining timelines, critical dependencies, and delivery schedules across multiple disciplines to ensure accountability and clear communication.</li><li>• Excel in a fast-moving, highly collaborative environment, confidently operating at a Project Director level to guide teams and deliver measurable results.</li></ul>	
02/2016 – 04/2017	Sr. Project Manager, Blue State Digital	Washington, DC, USA
	<ul style="list-style-type: none"><li>• Led the execution of integrated digital marketing initiatives by coordinating efforts across product, creative and technical teams to deliver unified and impactful campaigns.</li><li>• Served as the main point of contact and trusted advisor for a diverse portfolio of clients, ensuring their digital marketing strategies were flawlessly executed and aligned with core business objectives.</li><li>• Managed tailored website redesigns and facilitated in-depth digital strategy evaluations, consistently delivering projects that exceeded client expectations and performance.</li></ul>	

07/2014 – 01/2016	Sr. Project Manager, Huge	Brooklyn, NY, USA
	<ul style="list-style-type: none"> <li>Directed management of 360 advertising campaigns from conception to implementation.</li> <li>Led Product and UX teams to define requirements and establish UX/UI for B2B website portal development.</li> </ul>	
02/2012 – 06/2014	Sr. Project Manager, Red Fuse	New York, NY, USA
	<ul style="list-style-type: none"> <li>Oversaw the leadership and execution of all digital projects from concept development to deployment.</li> <li>Managed a global account with an annual budget exceeding 2 million dollars.</li> </ul>	
06/2011 – 01/2012	Sr. Project Manager (Freelancer), Patients & Purpose	New York, NY, USA
	<ul style="list-style-type: none"> <li>Collaborated with regulatory, medical, and legal teams to align and enhance creative messaging.</li> <li>Managed digital production for interactive projects, including website redesigns and mobile sites.</li> </ul>	
11/2010 – 05/2011	Digital Producer (Freelancer), Wunderman	New York, NY, USA
	<ul style="list-style-type: none"> <li>Executed all digital production for major accounts.</li> <li>Supervised and participated in all aspects of the website development project lifecycle.</li> </ul>	
05/210 - 11/2010	Digital Producer, Prudential	Newark, NJ, USA
	<ul style="list-style-type: none"> <li>Led a team of art directors, developers, and writers as a project manager.</li> <li>Conceptualized microsites and organized creative kick-offs for various projects.</li> </ul>	
02/2005 – 04/2010	Project Manager, Anywhere Real Estate Inc..	Parsippany, NJ, USA
	<ul style="list-style-type: none"> <li>Devised and executed digital marketing strategy initiatives encompassing social media and CRM.</li> <li>Maintained project schedules and cost estimates for interactive marketing-related projects.</li> </ul>	

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## EDUCATION

09/2001 – 05/2004	Howard University	Washington, DC, USA
	Bachelors of Business Administration, Marketing	

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## SKILLS

Project Leadership • Integrated Brand Activation • Multichannel Campaign Management • Agile/Scrum • Client Partnership & Stakeholder Management • Budget & Financial Management • Resource & Scope Management • Cross-Functional Leadership • Digital & Creative Production Workflows • Roadmapping & Risk Management

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## CERTIFICATIONS

09/2016 – 02/2017

Certificate of Achievement in Essential Principles of Agile  
Management, Villanova University Online Business Programs

- Credential ID: CERTVIL095