

GAVIN P. SMITH

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INTRODUCTION

I am an innovative, diverse, entrepreneurial leader with just under 20 of years of successful experience in various fields including corporate management, broadcasting, new media, graphic and web design, traditional and e-commerce marketing, journalism and entrepreneurial pursuits. I am a problem-solver and opportunity seeker, intent to participate in ventures that call upon my diverse talents for the greater good.

EDUCATION

College of William & Mary **2011-2013**

- **MBA Candidate - Mason School of Business, Class of 2013 - Concentration(s): Entrepreneurship, Consulting, Finance**

Wake Forest University **1991-1994 & 2009-2010**

- **Bachelor of Arts - History, December 2010 (w/minor in Entrepreneurship and Social Enterprise)**
 - ✓ Seed Grants - EPaperGlobal (Spring 2010) and IslandSouvenirShop.com (Fall 2010)
 - ✓ Chambers Grant - EPaperGlobal - Spring 2010
 - ✓ Dean's List - Fall 2010, Spring 2010, Summer 1996
 - ✓ WFU Business - Summer Management Program - 2010 - Passed with Distinction - (scholarship awarded)
 - ✓ Accepted - Oxford University, UK - Global Environmental Policy Seminar - Summer 2010
 - ✓ 2011 WFU Elevator and Escalator Competitions - Undergraduate Co-Chair

INTERNET/MARKETING/CREATIVE

Co-Founder/VP of Technology & New Media - D2Media Partners, LLC - Atlanta, Georgia **01/2011-present**

- Develop internet radio stations/web sites and produce content for four (4) market channels catering to Clinical Research, Clinical Trials, CRA/Clinical Investigators and Oncology Research.

Founder/Sole Proprietor – Gavin Ventures, Inc. dba "DRG Media" – Florida/North Carolina **06/2006-08/2009**

- New media marketing, consulting, branding, voiceovers, broadcasting, web design, copywriting, music and events
- **Over 100 websites developed for satisfied clients. Full portfolio online at www.gavinpsmith.com**
- Developed Pay-Per-Click (PPC) campaigns, e-commerce products and viral marketing
- Custom content writing campaigns (travel blogs, search content, copy and marketing projects, retail, PR articles) completed for various clients, including: **Trip Lodging Services of Florida, CondoCompany.com, Egg Marketing & PR, SierraTradingPost.com, Publishers Clearing House, CashLoanSource.com, VersusMedia.com and Diana Lin Designs.**

DRG Media - Consulting Client - Triad Media & Marketing – (telecommute) **12/2006-04/2008**

- Personal consultant to up-and-coming web entrepreneurs (at least 10-15 individual consultations/week)
- Created and implemented development plan for e-commerce/promotions for new small business clients
- Step-by-step instruction from concept to creation (product selection, market research, web design/ecommerce configuration, marketing materials and email marketing/list building)

DRG Media - Consulting Client - GlobalHealingVision.com/GlobalHealingRadio.com - (telecommute) **12/2006-06/2008**

- Web design, copy, email marketing, press releases, articles, and research – 4 domains & 1 internet radio station
- Marketed sites/radio show on over 60 online PR sites, frequent newsletter/alerts, and podcasting for traffic creation
- Exceeded projected traffic numbers by 500%

DRG Media - Consulting Client – Gitta Lake Mary, Florida Real Estate – (telecommute) **12/2006-08/2008**

- Copywriting, websites, email marketing, press releases, articles, research, maintenance for 70+ domain network
- Improved Google Page Rank, raising site positions from pages 20-30 of Google search to pages 1-3
- Successful managed all weekly marketing campaigns (newsletters, market updates, blogs, brochures, auctions)

BROADCASTING

General Manager –Style 96.5 & Spectrum Promotions – Grand Cayman, B.W.I. 03/2005-06/2006

- Successfully managed 15-20 person staff, reduced operational budget by 25% and returned revenues to positive gains within 6 months – Primed business for its eventual and planned sale in 2006.
- Trained sales team, created new sales packages, and created higher incentivized targets
- Streamlined music library, on-air image branding, and operations structure
- Developed business plans and detailed new budgets, negotiated commercial property leases and additional telecom license
- Raised public awareness with increase in promotional planning and execution of major events, shows and concerts

Program Manager – Hurley’s Entertainment, Ltd. (Z99 & Rooster 101) – Grand Cayman, B.W.I. 07/2000-08/2004

- Managed 15-20 broadcasters at the top heritage Top40 station
- Implemented new programming and music rotation structures
- Initiated transition from CD based systems to hard drive automated systems in 2001
- Researched, planned, and developed new station and format within 6-month period (Rooster 101 – still # 1 country station)
- Managed both stations until departure - programming, music, staffing, branding, appearances, promotions

Program Manager – Sea-Comm Media (Jammin’ 99.9) – Wilmington, North Carolina USA 06/1998-07/2000

- Achieved #1 market ratings for brand new station - kept station ranked in the top 3 for almost 2 years
- Managed all programming, operations, music, staffing, promotions, branding
- Successfully performed on-air as midday talent securing #1 ratings with an 11.0 share in the 25-54 key age demo.
- Held 9.0 2nd place ranking in 18-34 secondary demo. Combined #1 ranking overall for time slot for a full year

JOURNALISM/PUBLICATIONS

Columnist – The Griffin Report 2007-2010

- Monthly industry analysis features for national Petroleum, Food Service, Supermarket and C-Store publication

Columnist - The Orlando Tribune 2007-2008

- Government and policy articles - coverage for Orlando metro and state government

Columnist - Radio & Records Magazine 2000-2004

- Freelance radio programming articles for national industry publication

Columnist - Encore Magazine 1998-2000

- Features on southeast NC dining, music, local events

Columnist - Reel Carolina Journal of Film and Video 1998-2000

- Features and coverage of NC regional film industry

SPECIALTIES

- **Software:** MS Office 2007, Access, Excel, PowerPoint, Adobe (Photoshop/Illustrator), Visio, PowerDirector, Avid
- **Business:** Senior management, financial forecasting and analysis, accrual and merchandise accounting, strategic management, marketing/branding and identity, negotiation, staffing, international business and employment laws, entrepreneurial and start-up ventures, industry/market/financial/technological feasibility analysis
- **Broadcasting:** Staffing and business flow consulting for radio, analysis of structure, plan, focus, branding and content, competitive research, statistics and analysis, ratings performance. FCC compliance - ProTools, Cool Edit/Audition audio editing
- **Internet:** Web/Graphic design, functionality, administration and content management, affiliate, co-op, white label marketing and traffic building - PHP, MYSQL, HTML, CSS, Apache, Linux, Dreamweaver, Drupal, Joomla, WordPress, Photoshop, Lightroom
- **Social Networking** - LinkedIn, Facebook, Twitter, Ning, Myspace, Digg, Technorati, Google/Yahoo/Bing/Alexa Analytics

GROUPS AND ASSOCIATIONS

- Federal Communications Commission (FCC) - licensed
- National Association of Broadcasters (NAB)
- National Honor Society, Who's Who Of America
- Cayman Islands Chamber of Commerce
- Leukemia and Lymphoma Society
- WFU Elevator Competition Committee
- Toys 4 Tots, Operation Christmas Cheer
- Humane Society, Cayman Music Association

HOBBIES AND INTERESTS

Government and Politics, History and Culture, Health and Fitness, Beaches and Boating, Community Involvement, International Travel, Various Sports, Music (Radio And Club DJ, Instruments, Production), Special and Charity Causes (Leukemia/Cancer And Veterans)