

BRYNN SMITH

SOCIAL MEDIA MARKETING, CONTENT DESIGN

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SUMMARY

Marketing and content design professional spanning strategy, execution, and visual production: from building a company's first in-house marketing team to running an independent photography business with 99% client satisfaction.

PROFESSIONAL EXPERIENCE

Director of Marketing | BSR Design & Supply, Spokane Restaurant Equipment | July 2025 – Current

- Build and execute a full-scale marketing strategy across social, email, web, and print, increasing brand visibility by 381% for SRE and BSR.
- Scale email and blog content output from minimal activity to a consistent weekly cadence of alternating blogs and email campaigns, boosting audience reach by 50%
- Create a comprehensive brand guide and brand voice, ensuring consistent messaging across all digital and physical channels.
- Design and produce all physical and digital marketing materials—social content, email campaigns, blogs, signage, and collateral—supporting 10+ campaigns to date.
- Launch and lead the company's first multi-person marketing team, growing it from a team of one to 3.

Founder | Brynn Smith Media | Jan 2020 – Current

- Capture 500+ images per event, specializing in group, event, and product photography.
- Edit 10,000+ photos in Adobe Photoshop and Lightroom, delivering high-quality, polished results.
- Direct groups of up to 50 people, ensuring well-composed, professional shots under time constraints.
- Deliver fully edited galleries within 14 days while maintaining 99% client satisfaction.
- Manage client relations, scheduling, and file organization end-to-end, earning a 70% repeat-client / referral rate.

Social Media and Content Marketing Intern | Museum of Idaho | Sept 2024 – Dec 2024

- Managed and published weekly content across digital platforms, growing Instagram and TikTok following by 10% and engagement by 5.1%
- Generated and refined 30+ strategic content ideas weekly, aligned with marketing objectives.
- Produced visually compelling, on-trend social assets, including short-form video and interactive formats, ensuring 10+ pieces of content were completed per work week.

Graphic Design and Social Media Marketing Intern | Viision, Inc. | Apr 2024 – Sept 2024

- Supported marketing leadership on daily initiatives, campaign execution, and digital projects across 6 concurrent client accounts.
- Developed content and collateral for clients across B2B and B2C sectors, contributing to 6 campaign launches.
- Designed 50+ digital assets for web and social, maintaining brand consistency and quality across all client accounts.

Marketing Lead / Founder | Sunday Blues Apparel (BYU-Idaho IBC Program) | Sept 2023 – Dec 2023

- Led a team of 15 in launching and managing a solar-printed apparel business during a 10-week operational cycle.
- Directed marketing campaigns and events, achieving 10–30% ROI per initiative.
- Oversaw brand strategy, digital content, and promotional efforts, driving a 20% increase in sales and visibility.
- Delivered strategic pitches and adjusted plans based on market feedback and performance data.
- Gained hands-on experience in budgeting, inventory management, and business operations.
- Guided the company to a successful exit, with full loan repayment projected within one week of close.

EDUCATION

Master of Arts | Digital Content Design | Feb 2025 – Oct 2025

Liberty University

Bachelor of Science | Business Marketing Management | Sept 2020 – Dec 2024

Brigham Young University – Idaho

- Emphasis in Social Media Marketing and Design
- Student Marketing Society | Marketing Specialist & Director of Career Resources | Jan 2024 – Dec 2024

SKILLS & TECHNICAL COMPETENCIES

Adobe Creative Suite (Photoshop, Lightroom, InDesign, Illustrator, Premier, Fresco, etc.) • Social Media Marketing • Content Creation & Strategy • Graphic Design • Photography • HubSpot • Shopify • Brand Development • Campaign Analytics

CERTIFICATES, AWARDS & VOLUNTEER WORK

Unsung Hero and Small “L” Leadership Award — *Brigham Young University–Idaho, Integrated Business Core (IBC) Program*

HubSpot Software — *HubSpot* Viral Marketing and How to Craft Contagious Content — *University of Pennsylvania*