

JASON SMITH

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PROFESSIONAL SUMMARY

Revenue-obsessed growth leader with 18+ years driving measurable outcomes across digital product, performance marketing, and audience monetization. Generated \$1.13M in incremental revenue within 6 months, launched a monetization channel now producing \$1.5M annually, and managed a \$6.4M Google Ads budget while owning an experimentation program of 50+ A/B tests per year. Led cross-functional teams of up to 15 across on-site and internationally distributed locations, translating data into high-impact growth initiatives. A rare combination of creative instinct and analytical depth enables end-to-end ownership from hypothesis through execution and results.

CORE COMPETENCIES

Growth & Revenue: Revenue Optimization | Audience Monetization | A/B Testing & Experimentation | Conversion Rate Optimization | Go-To-Market Strategy

Performance Marketing: Google Ads (\$6.4M budget managed) | Paid Media Strategy | Campaign Optimization | Performance Analytics

Leadership & Operations: Cross-Functional Team Leadership (up to 15) | Agile/Sprint Planning | Workflow Automation (n8n, Zapier) | Stakeholder Management

Data & Analytics: SQL (ClickHouse) | Google Analytics | Looker Studio | Data Visualization | AI Tools (Claude, ChatGPT, Gemini)

PROFESSIONAL EXPERIENCE

Director, Product Growth & Audience Monetization

Feb 2017 - Present

Shift44 (an Ionik Company) - Long Island, NY (Remote)

- Generated \$1.13M in revenue within 6 months by identifying high-value optimization opportunities through user behavior analysis and a disciplined A/B testing framework, achieving gains up to 25% and conversion improvements up to 21%.
- Led cross-functional teams of 10+ across on-site and internationally distributed locations, managing engineers, designers, marketers, and business analysts through full product lifecycle from concept through post-launch iteration.
- Launched and scaled a new audience monetization channel from zero to \$1.5M in annual revenue, owning GTM strategy and phased rollout across multiple stakeholder groups.
- Designed and executed 75+ A/B tests annually using hypothesis-driven methodology and statistical analysis, directly improving key product and revenue metrics across the portfolio.
- Managed \$6.4M annual Google Ads budget, continuously optimizing campaigns, keyword strategies, and bid structures to maximize ROAS.
- Built automated reporting dashboards and workflows (Zapier, Looker Studio, ClickHouse SQL) that improved experiment velocity by 30% and reduced cross-team bottlenecks.
- Partnered with founders and senior leadership on company-wide product strategy, overseeing monetization priorities and performance alignment with business goals.

Creative Director - Digital Products & Brand

Oct 2010 - Feb 2017

Q Interactive (acquired by Fluent) - Fort Lauderdale, FL

- Led a cross-functional team of 15 designers, developers, marketers and copywriters through full product lifecycle from ideation to post-launch analysis, establishing quality and production standards.
- Grew revenue-per-user across the product portfolio by implementing data-driven A/B testing and experimentation, integrating analytical rigor into a traditionally creative role.
- Established mobile-first design standards company-wide, modernizing UX and technical approach across all digital products.
- Hired, mentored, and developed talent across design, engineering, and marketing functions.

EDUCATION

The Art Institute - Bachelor of Science - Interactive Media Design

September 2007

- Awarded Best Graduating Portfolio