

Jeff Small
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I'm a highly collaborative Creative Technologist, Technology Lead, Digital Strategist and Agency Thought Leader with a 20-plus year background in delivering award-winning, multi-discipline, digital work. I'm looking for a senior leadership position in a creative agency environment that's embracing digital transformation and transforming their clients' brands and businesses.

EXPERIENCE

Group Creative Technology Director, VML / The Navy Partnership

Atlanta, GA — 2016 - Present

I currently lead the United States Navy business for VML as a member of The Navy Partnership overseeing all digital platforms and experiences. I'm responsible for and oversee Navy.com, All United States Navy Recruiting Social Properties and digital experiences built around recruiting for the U.S. Navy. I'm the lead client engagement role for creative technology and delivery, digital strategy, and user experiences.

Clients: United States Navy

Technology Director, Huge

Atlanta, GA — 2014 - 2016

As agency-wide technology leadership, I'm responsible for working with clients from pitch to final delivery by actively collaborating with internal agency stakeholders to oversee and guide the successful development and deployment of projects; directing an agile delivery process with technical architects and developers, both front-end and back-end.

Clients: Coca-Cola, Sprite, Mohawk Flooring, Cartoon Network/Warner Brothers, Turner, AMC Theater, Ruth's Chris, Capital One

Senior Partner, Director of Creative Technology & Marketing Science, J. Walter Thompson Advertising

Atlanta, GA — 2012 - 2014

My leadership role within the agency was to integrate technology and digital into the larger agency creative processes. In that role, I was responsible for overseeing all aspects of Creative Technology, Database Development and Analytics including defining department scope, staffing, and ultimately managing and overseeing the delivery of high quality digital projects and campaigns by actively collaborating with Creative, Production, Strategy, Planning, Account Management, and Finance on all agency creative digital work.

Clients: United States Marine Corps, Shell, Pennzoil, US Virgin Islands, Build-A-Bear, Jiffy Lube, TransAmerica

Senior Digital Strategist, J. Walter Thompson Advertising

Atlanta, GA — 2011 - 2012

My responsibilities included developing the strategy behind all digital solution created in support of the United States Marine Corps, ensuring that web properties, mobile campaigns, social networking and media supports the strategic vision and align with the Marine Corps needs. I accomplished this by working across all internal disciplines including planning, account, creative, media, and analytics.

Client: United States Marine Corps

Vice President - Creative Technologist, LHWH Advertising

Myrtle Beach, SC — 2001 - 2011

At LHWH I built and managed all agency digital operations. I worked directly with clients, account executives and partners to create and manage holistic digital strategies, as well as creating an in-house assessment framework for auditing clients' digital footprint. In this role, I also created a highly effective internal training program and established agency-wide digital processes & procedures.

Clients: McLeod Regional Medical Center, Broadway at the Beach, Burroughs & Chapin, Myrtle Beach Pavilion

EDUCATION

Coastal Carolina University — Theoretical Computer Science, 2001

Coastal Carolina University — Bachelor of Science, Biology, 1994

United States Navy — Honorably Discharged, Aviation Weapons and Guidance Systems, 1985-1989

SPEAKING / LEADERSHIP / AWARDS

2017 VML Spark Award Winner for VML Atlanta, Nashville, and Memphis

Graduate of WPP “Maestro” Global Executive Leadership Training Program.

Graduate of the Myrtle Beach Area Chamber of Commerce Leadership Grand Strand, Class 30.

Speaker at various technology and marketing conferences including Digital Summit Denver, Digital Atlanta, Digital Hollywood, TEDx Myrtle Beach 2010, keynote speaker at the 2011 Carolinas HR Association Annual Meeting, and the 2009 Carolinas Association of Campground Owners. Member of the Adobe Dreamweaver Prerelease Team. Adjunct faculty at Horry Georgetown Technical College and Coastal Carolina University teaching digital techniques.