

## PROFILE

Award-winning marketer and multimedia specialist with eight years of experience in healthcare and higher education. Built for blending creative vision with strategic execution to support local entrepreneurship and economic development while helping to build a better future in the pursuit of resilience for our communities.

Trusted collaborator to local editors, creative producers, authors, executives, professors, politicians, healthcare heroes, business entrepreneurs, and other marketing experts throughout Mississippi and beyond.



## MEET YOUR COMMERCIAL STRATEGIST

# Jared Patrick Smith

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**Address:** 102 Shonna Street, Collins, MS 39428

**Portfolio:** [www.jpsprojectsuite.com](http://www.jpsprojectsuite.com)

**LinkedIn:** [www.linkedin.com/in/jaredsmithmms](http://www.linkedin.com/in/jaredsmithmms)

## STRATEGIC & PROFESSIONAL SKILLS

- Commercial Strategy
- Brand Development & Strategy
- Advertising Campaign Development
- Creative Direction
- Data-Driven Decision Making
- Creative Problem Solving
- Pattern Recognition
- Risk Mitigation
- Communications Strategy
- Cross-Functional Collaboration
- Project Management
- Public Relations
- Public Speaking
- Corporate Event Planning
- Advanced Analytical Reasoning

## CREATIVE & PRODUCTION SKILLS

- Multimedia Production
- Print & Digital Graphic Design
- Photography & Photo Editing
- Videography & Video Editing
- Social Media Management
- Content Strategy
- Audio Production
- Film Set Design
- Commercial Interior Design
- Generative & Corrective A.I.
- Digital Analytics

## TECHNICAL TOOLS & PLATFORMS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe InDesign
- Adobe After Effects
- Adobe Audition
- Adobe Acrobat Pro
- DaVinci Resolve
- Microsoft Office
- Google Workspace
- Topaz A.I.
- QuarkXPress

# Experience & Background

## PROFESSIONAL EXPERIENCE

**Covington County Hospital & Consortium\*** Greater Pine Belt Area | Dec. 2021 - Present

*Multimedia Specialist, Design & Visual Specialist, Social Media Strategist, Brand Developer, Events Creative, Award Committee Chair*

- Developed print and digital marketing/branding materials (small and large-scale) using industry-standard software and equipment to establish and maintain a trusted network of healthcare brands and communication efforts with utmost quality and efficiency
- Directed visual and design decisions in areas related to branding, marketing, communications, events, and spatial improvements through consultation and implementation
- Oversaw and implemented social media strategy across multiple platforms to educate and engage target communities
- Developed brand identities for smaller initiatives of the network through careful planning, drafting, discussion, and implementation
- Produced print, digital, and tangible materials/props (small and large-scale) for corporate events while maintaining themes and actively encouraging employee/community engagement
- Led an awards committee by moderating team functions (meeting, voting, nominating) and facilitating award presentations to ensure employee appreciation, boost morale, and support retention. Established and enforced bylaws to maintain fair and equal voting/nomination practices

*\*The consortium is a network of multiple hospitals (5), clinics, inpatient/outpatient facilities, nursing homes, and other service-based businesses. To learn more about my affiliation and efforts with this network, please reserve an interview to discuss these details.*

**Signature Magazine, Pine Belt News, and Festival South (Seasonal)** Hattiesburg, MS | May 2019 - Sep. 2019

*Graphic Designer, Video Editor, Ad Developer, Event Staff*

- Developed print and digital advertisements to maintain sponsorships within *Signature Magazine* and *Pine Belt News* products for commercial purposes, public education, and local elections
- Produced and edited a social media video to promote the 2019 Festival South Best of the Pine Belt Awards season for community engagement and local business support
- Provided support at the BOPB Awards ceremony through stage setup, ticket monitoring, and instructional hosting

**The University of Southern Mississippi - Internships (3)** Hattiesburg, MS | May 2018 - May 2019

*Multimedia Specialist, Graphic Designer, Content Developer*

- Provided multimedia support through graphic design, video production, video editing, and photography in my internships for the School of Communications and the Department of Marketing & Merchandising
- Partnered with the associate director of the School of Communications to develop a student-founded magazine *The Pursuit* (2018) which served as an annual update for USM alumni members across the United States
- Collaborated with the associate director of the School of Communications to develop *Going Forward: The Jasmine Whiteside Story*, a health documentary covering the experience of Anti-NMDA Receptor Encephalitis and survivor Jasmine Whiteside in conjunction with the University Forum and former New York Post contributor and *Brain On Fire* author Susannah Cahalan
- Built experience in digital graphic support, social media coordination, and photography in collaboration with Senior Marketing Officer Brittney Westbrook
- Co-designed a film set for *The Meaning of Us*, an original soundtrack and music video written and produced by Dr. Miles Doleac

# Experience & Background (continued)

## AWARDS & RECOGNITION

### PRAM | Prism Awards 2019

T3: Materials | Audio & Visual  
*Going Forward: The Jasmine Whiteside Story*

### PRAM | Prism Awards 2019

T3: Materials | Graphic Design  
*The Pursuit (2018)*

### Mississippi Hospital Association Maggie Awards 2023

Campaign - Advertising & Brand Development  
CCH Clinic Improvement Plan

### Mississippi Hospital Association Maggie Awards 2023

TV Advertising  
*The Carolyn Norris Story*

### Mississippi Hospital Association Maggie Awards 2023

Special Events - Hospital Based  
CCH Hospital Week Celebration

### Mississippi Hospital Association Maggie Awards 2023

Publications for External Audience  
Senior Care Unit Rack Card

### Mississippi Hospital Association Maggie Awards 2023

Video  
*The Carolyn Norris Story*

### Mississippi Hospital Association Maggie Awards 2023

Poster  
"One For The Decades"  
Hospital Week Poster

## EDUCATION

The University of Southern Mississippi Aug. 2017 - May 2019

The School of Communications | Major: Media Production | Minor: Spanish

Graduated: May 2019, B.A.

Jones County Junior College Aug. 2014 - May 2016

Major: Psychology Graduated: May 2016, A.A.

## REFERENCES

### Clancy Sanford

Spouse of MS State Representative Noah Sanford  
Former Director of Marketing and Communications  
for Covington County Hospital

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### Amanda Jones, RT

Director of Radiology, Director of Outpatient Specialty Clinic, Event Chair  
for Covington County Hospital & Consortium

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### Cindy Blackwell, PhD

Texas A&M University Director of Academic Faculty Development  
Former Associate Director and Associate Teaching Professor  
for USM School of Communications

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### Marie Shoemake

Covington County Chamber of Commerce Executive Director

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