

Jenny Smith

VP Marketing & Growth | DTC Ecommerce | Brand, Performance & AI

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SUMMARY

Most marketers pick a lane: brand or performance. I refuse. I build engines where story, media, and AI all answer to the same P&L—and I've done it at scale. At Beauty by Earth I helped take brand revenue from ~\$9M to ~\$36M+ (trending toward ~\$90M+), with direct climbing toward ~\$16M, ~\$30–45M in annual media, and an international team of eight across remote and in-person. I'm an AI architect who ships production systems for decisioning and velocity. Pursuing growth that's profitable, beautiful, and undeniable.

SELECTED IMPACT

- Brand revenue: ~\$9M → ~\$36M+ (→ ~\$90M+)
- Annual media: ~\$30–45M, CAC / ROAS / cohorts
- Channels: TikTok Shop, Target, Walmart, Thrive, Grove
- Architected proprietary P&L, PM, and knowledge systems
- Direct revenue: ~\$250K → ~\$6.3M (→ ~\$16M)
- Led international 8-person team (remote + in-person)
- Experimentation: ~4× test volume via AI systems

EXPERIENCE

Beauty by Earth

2019 – Present

Director of Marketing 2019 – Present

Director of Growth & Innovation 2022 – 2023

- Scaled brand revenue from ~\$9M to ~\$36M+ (trending toward \$90M+ this year) and DTC revenue from ~\$250K to ~\$6.3M (trending toward \$16M) through creative testing, funnel architecture, and performance marketing.
- Managed ~\$30–45M in annual advertising spend with CAC, ROAS, and cohort discipline across paid social, search, and lifecycle.
- Led an international 8-person marketing team (remote and in-person), covering demand gen, creative production partners, and executive reporting.
- Built experimentation infrastructure that increased test volume ~4× without added headcount; shipped a proprietary checkout experimentation framework that improved conversion performance.
- Expanded the brand into TikTok Shop, Target.com, Walmart, Thrive, Grove, and Faire—aligning catalog, creative, and promotional calendars to channel requirements.
- Built internal AI and reporting tools with engineering that shortened marketing ops cycles and freed capacity for media and funnel strategy.

AI Strategy & Systems Advisor

2026 – Present

MBM&AI

- Advise brands and operators on applied AI systems for growth ops, performance analysis, and team workflows—production rollout, not demos.
- Design proprietary tools for P&L/performance analysis, project management, and knowledge bases that support marketing and leadership decisions.

Marketing & Brand Strategist

2016 – 2019

Chasing After Dear

- Owned brand positioning, identity, and go-to-market narrative end-to-end.
- Directed photography and videography programs that powered full-funnel campaigns; led web experience as the primary conversion surface.

Director of Digital Media

2012 – 2016

Briggs Freeman Sotheby's International Realty

- Led digital marketing strategy for a luxury brokerage—campaigns, web, social, and paid media that converted brand positioning into qualified demand.

CORE SKILLS

Executive marketing: Growth strategy, performance marketing, DTC ecommerce, brand, CRO, retention / lifecycle, demand forecasting, P&L fluency, team leadership

Growth metrics: CAC / LTV / ROAS, cohort analysis, media planning & reallocation, A/B & multivariate testing

Platforms: Shopify Plus, TikTok Shop, Amazon, Klaviyo, GA4, Triple Whale, retail / marketplace ops

AI: Applied AI for marketing ops, experimentation systems, workflow automation, internal tools

Technical: React, Node.js, Liquid, Firestore, REST APIs, attribution modeling

EDUCATION

B.A., Political Science & French — University of North Texas, 2005–2007

