

Jason T. Smith

Professional Experience

Advertising and Digital Media Specialist
Hetrick Communications, Inc.
Indianapolis, Indiana
2004-2007

Joined Hetrick to help develop and refine PR agency's advertising capabilities. During three-year tenure, agency has increased television and digital media output by more than 300 percent. Hetrick, which ranked as Indiana's second largest PR agency in 2004, now ranks among the top ten advertising agencies in the state as well. Key clients included:

Purdue University

- Moved Purdue away from scattershot mass media communications to more focused and measurable web-based media. Wrote, shot and edited vodcasts that cover myriad topics of interest and appear on university website as well as reaching more than 100,000 alumni twice monthly.
- Wrote and produced two television and print campaigns for the university.

Vectren Energy

- Assisted Vectren with strategic planning in move to conservation-focused messaging.
- Wrote and produced television campaign and accompanying free standing insert to break conservation message to Vectren customers.

Cook Medical

- Created knowledgeisinfectious.com (KII), a peer-to-peer website for healthcare professionals to exchange information on hospital acquired infections, particularly catheter-related bloodstream infections.
- Created and launched ongoing series of pod and vodcasts available to administrators and physicians from the KII website for online review or download.

Other Hetrick client work included Duke Real Estate, Indiana Repertory Theatre, White River State Park, First Indiana Bank, Clarian Health and The Greater Indianapolis Health Foundation.

**Vice President of Marketing
Omnicity, Inc.
Indianapolis, Indiana
2003-2004**

At Omnicity, a provider of wireless high-speed Internet services to rural and underserved Indiana communities, responsibilities included oversight of the initial product rollout in Westfield, Indiana and planning for future service rollouts in other Indiana communities. Working with a start-up's virtually non-existent marketing budget, we:

- Acquired 20% of our servable market-penetration goal prior to activation of the first tower.
- Conducted a grass-roots marketing campaign incorporating everything from involvement and sponsorship of community events to door-to-door sales and direct marketing.
- Successfully placed multiple earned-media stories in local/regional print and electronic media.
- Built phenomenal awareness of the company, its products and services.

**Principal/Creative Director
Bonsib Advertising
Fort Wayne, Indiana
1992-2001**

Beginning as a Associate Creative Director at Bonsib, an eight year tenure at the agency culminated in partnership as a creative principal. The agency's stable of clients represented consumer, business to business and business to government accounts. A partial listing of those clients included:

Rinker Boats:

- Repositioned the brand, taking it from mid-level to one that competed successfully with its higher-end competitors such as Sea Ray and Cobalt.
- Created multiple spread and full-page advertising campaigns in national boating publications.
- Managed and produced national and international dealer meetings and new model roll-outs.

Hughes Aircraft, Hughes Defense Communications

- Repositioned and more tightly defined the brand as one no longer a mere producer of military radios, but as a designer and manufacturer of fully-integrated real-time battlefield communication systems, echoing the "Joint Vision 2010" position statement issued by the Joint Chiefs of Staff.
- Created ad campaigns incorporating full-page, four-color print; brochures, posters and other collateral materials; and a trade show booth and video presentation under the theme "Defining the Battle Cube" designed to reach

decision-makers at the Pentagon director's level and above.

- Won multiple awards for the work and were recognized in a personal note from General John M. Shalikashvili, Chairman, Joint Chiefs of Staff (the alpha target of all communications efforts).
- Hughes went on to successfully compete for and win the Department of Defense contract for the Advanced Field Artillery Tactical Data System.

Norwest Banks

- Created multimedia advertising campaigns for every facet of the bank's business from simple checking to brokerage services
- Created and placed a consumer loan television campaign that increased loan sales by more than 15% during the promotional period even though the lending restrictions were considerably stiffened.
- Won multiple awards for work including two American Advertising Awards Best of Show and numerous regional and national accolades.
- Managed bank's public relations, community outreach and special events.

Lutheran Health Network

- Encouraged client to stop "slice-of-death" marketing approach prevalent in health care advertising and refocus message on positive outcomes
- Positive outcome approach to television campaign built around musical standards "Sunny Side of the Street," "It Had To Be You," "Pick Yourself Up, Dust Yourself Off" succeeded in improving Hospital's top-of-mind awareness by nearly 200%, surpassing that of market leader
- Handled all print, outdoor and collateral material concept, design and creation for Lutheran Hospital and its network affiliates in northeastern Indiana

Partner

Club Soda

1999-Present

As an active partner responsible for conceptual development and marketing of Club Soda, a fine-dining steakhouse and jazz club in Fort Wayne, Indiana, responsibilities have included:

- Initial concept development for Chicago-style steakhouse
- Design and oversight of the adaptive reconstruction of our 100-year-old warehouse space
- Menu development and design
- Creation and placement of all print, radio and television advertising

Club Soda, which opened in 1999, just celebrated its eighth anniversary in May of 2007 and enjoys the enviable position of being the number one independent restaurant in the market with annual sales in excess of \$1.7 million.

Associate Creative Director
Riley + Company
Fort Wayne, Indiana
1990-1992

Parkview Memorial Hospital, Sechler's Pickles, Fort Wayne Pools, University of Saint Francis, Anthony Wayne Services, Advertising Association of Fort Wayne.

Senior Writer
Caldwell Van Riper
Fort Wayne, Indiana
1989-1990

HWI/Do-It Best Corporate, Eckrich Meats, Tokheim, Local Retail

Writer
Hameroff/Milenthal/Spence
Columbus, Ohio
1987-1989

Ohio State University Hospitals, Community Mutual Blue Cross and Blue Shield, Ohio Department of Commerce/Tourism Division, Governor Richard Celeste, Ohio State University, Ohio Edison

Education

1979-1984
Indiana University School of Journalism, BA

1986-1988
The Ohio State University Graduate School of Journalism, ABD