

# TANNER C. SMITH

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## EXPERIENCE

**AIRBNB — Copywriter (Contract), San Francisco, CA** **2017–2018**

Late stage online community marketplace for people to list, discover, and book accommodations around the world.

- Supported the launch of Airbnb for Work, a new product aimed at companies incorporating Airbnb into their corporate travel programs. Informed content, created wireframes, and worked cross-functionally with design. Participated in weekly content strategy 'crits' to workshop ideas and source feedback from other content strategists.
- Provided copy and content for the Airbnb for Work website ecosystem, lead nurturing email program, and initial blog posts. Submitted web wireframes to focus groups for user experience and value prop testing.
- Created a messaging framework to inform product positioning. Distributed to internal and external stakeholders to ensure voice and tone consistency.

**ALTSPACE VR (ACQUIRED BY MICROSOFT) – Content Marketing, Redwood City, CA** **2016–2017**

Early stage virtual reality software providing a social platform for users in 150+ countries.

- Redesigned app store/VR store listings to optimize the consumer journey and increase conversions. Achieved a Google Play store organic conversion rate in the 90th percentile of all free social apps.
- Performed a brand audit, identified new positioning and value propositions, and conducted a company-wide rebrand. Partnered with the design and product teams to implement new messaging and assets.
- Optimized the conversion funnel through content creation and distribution. Oversaw the design and copy of AltSpaceVR's website and blog, produced written and video content, and managed freelance writers.
- Cultivated a weekly newsletter of 100k+ subscribers and increased subscribers by ~2k WoW, while maintaining an average 20% open rate and 1% CTR. Implemented marketing automation emails to drive conversions.

**TILT (ACQUIRED BY AIRBNB) – Content Manager, San Francisco, CA** **2014–2016**

Early stage social payments platform allowing groups to pool money for fundraisers and experiences.

- Managed the creation and distribution of all content marketing across 8 markets and 3 continents.
- Produced product copy for user flows, tutorials, push notifications, and SMS messaging. Revamped lifecycle emails resulting in an average 4.14% increase in open rate, 128% increase in CTR, and 10.44% decrease in opt-out rate. Managed website copy, produced blog content, and created a microsite showcasing user stories and testimonials.
- Identified video content as an opportunity to engage our demographic and managed a \$100k budget to produce over 40 videos. Cultivated a network of 10+ videographers throughout the US, UK, and Canada to leverage for regional projects.
- Crafted the brand voice and created a style guide to assure voice and tone consistency. Positioned Tilt as a lifestyle brand by identifying, creating, and sourcing content that resonated with our key demographic.
- Worked cross-functionally between product, design, and engineering teams to A/B test copy updates, banner ads, and optimize product performance through analyzing and socializing results.

**NAVIGANT CONSULTING – Senior Consultant, Washington, DC** **2011–2014**

Management consulting firm specializing in the financial services and energy efficiency industries.

- Performed research and analysis to support multinational banks and their legal councils facing potential losses from settlement exceeding \$1.5B. Participated in meetings with management discussing client strategy.
- Conducted research and interviews to aid in the rulemaking process for the U.S. Department of Energy's lighting efficiency standards, which estimate \$1.1B in energy bill savings over a 30-year period.

**THE CORPORATE EXECUTIVE BOARD – Business Development, Washington, DC** **2010–2011**

Advisory services firm providing products, services, and best practice insights to C-suite executives worldwide.

- Responsible for \$483,000 of revenue in the fiscal fourth quarter (116% of goal).

## EDUCATION

**WAKE FOREST UNIVERSITY SCHOOL OF BUSINESS – Winston-Salem, NC** **May 2010**

Bachelor of Science, Business; Minor in History

- Donald A. Baur Memorial Scholarship recipient, Masonic Foundation of Utah Scholarship recipient

## PERSONAL

**ACHIEVE TAHOE – Adaptive Snowsports Instructor, Alpine Meadows, CA**

**BOY SCOUTS OF AMERICA – Eagle Scout, Salt Lake City, UT**

**TOOLS:** Microsoft Excel, Adobe Creative Suite, Final Cut Pro, Sketch, WordPress, MailChimp, Analytics Platforms

**INTERESTS:** Skiing, live music, reading, writing, camping, soccer