



Libby Smart

SNR. ACCOUNT DIRECTOR

CONTACT

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PROFILE

My unique difference is that I have international experience spanning across digital marketing, branding, digital transformation, and digital innovation. Throughout my career, I have worked with international B2B and B2C brands, both in agency roles and in-house positions. I have managed teams and million-pound budgets while strategically supporting businesses on their digital transformation journey.

I always go above and beyond to produce outstanding work. I approach every project with a strategic and financial mindset while fostering a supportive and encouraging culture.

REFERENCES

Available upon request.

EDUCATION

Bachelor of Business

Otago University, NZ

UX Design

General Assembly, Sydney

No-Code Developer

Million Labs, London

RECENT WORK EXPERIENCE

Senior Account Director | AKQA | Wellington, NZ

Feb 2023 - Present

I was responsible for managing crucial client relationships across the North Island. I fostered a client-centric approach while building a strong internal culture. My success in this role was gauged by driving business growth, expanding account bases, and transitioning our offerings from technology-focused projects to innovation and design-driven solutions. Spearheading change management initiatives, I navigated transitions solidifying our position as a forward-thinking and adaptable partner.

Client Services Director | Conjure | London, UK

Sept 2021 - Feb 2023

My role was to manage all client relationships for Conjure, ensuring we achieved client satisfaction targets, developing business proposals, and implementing effective business strategies. I achieved remarkable success in this position by expanding our account base (outside of automotive) by 70%, consistently surpassing our monthly revenue goals of over £200K, and organizing successful monthly events for both existing and prospective clients.

Group Account Director | Coheasus | London, UK

Sept 2020 - June 2021 *(Role was made redundant due to covid-19)*

Senior Account Director | KHWS | London, UK

Feb 2020 - Oct 2020 *(Role was made redundant due to covid-19)*

My role was to manage the ExxonMobil consumer digital strategy for Pan-Europe and lead a team of 5. The most significant challenge in this role that I successfully overcame was the counterfeit crisis in Russia. We designed and rolled out a digital solution that is still in use today. Additionally, I managed the launch of 24 global microsites

For my full experience and detail please refer to my digital CV