

PRISCILLA SMITHERS

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Global Social Media Manager, Social Media Strategist | Team Lead, Brand Design
Digital Design, Project Lead, Digital Asset Management, Social Media, Omnichannel
Leading Strategy and Design that Creates Exceptional Brand and User Experiences

Global Social Media and Digital Brand Leader with more than a decade of experience driving brand growth, community engagement, and social commerce for global consumer and lifestyle brands. Expert in crafting and executing social-first strategies that blend creativity, storytelling, and analytics across platforms. Leads high-performing teams in delivering integrated digital marketing and social media campaigns that build awareness, spark engagement, and convert audiences.

CORE SKILLS & EXPERTISE

Social media strategy, brand stewardship, cross-functional leadership, executive communication, agency management, budget management, project management, strategic planning, thought leadership, innovation, reputation management, social media ecosystem management, community engagement, influencer marketing, partnership development, content curation, campaign management, trend analysis, cultural relevance, social listening, sentiment tracking, creative briefing, content production oversight, copywriting, storytelling, visual direction, cross-channel content strategy, user-generated content integration, brand voice consistency, KPI development, data-driven decision-making, ROI optimization, social analytics, performance reporting, audience segmentation, targeting, SEO optimization, keyword research, UTM tracking, pixel setup, performance forecasting, digital transformation, presentation skills, influencer relations, SEO knowledge, social commerce integration, project management.

PLATFORM, APPLICATION EXPERTISE

TikTok, TikTok Shop, Instagram, Facebook, Meta, Twitter, X, LinkedIn, Pinterest, Snapchat, YouTube, YouTube Shorts, Instagram Shopping, Facebook Shops, Pinterest Shopping, Amazon Influencer Program, Shopify Collabs, Sprinklr, Sprout Social, Hootsuite, Khoros, Brandwatch, CreatorIQ, Tagger, GRIN, Meta Business Suite, TikTok Business Center, Google Analytics, Google Tag Manager, UTM Tracking Builder, Meta Pixel, TikTok Pixel, Pinterest Tag, SEMrush, Ahrefs, Moz, Google Search Console, Tableau, Looker Studio, Google Data Studio, Adobe Creative Cloud, Photoshop, Illustrator, Premiere Pro, After Effects, Canva, CapCut, Figma, Asana, Monday.com, Trello, Jira, Slack, Notion, Confluence, Salesforce Marketing Cloud, Meltwater, HubSpot Social, Brandwatch Consumer Intelligence.

KEY CAREER ACCOMPLISHMENTS

High-Impact Campaign Delivery – Led social media creative direction and influencer strategy for the David Beckham x TEMPUR campaign across APAC, delivering +48% YoY share-of-search, +43% website visits, +17% revenue uplift, and 10M+ video views from the Shanghai Tower event.

Data-Driven Design and AI Integration – Used social performance insights, user research, A/B testing, and early AI-driven design methods to optimize global social campaigns—speeding decision-making, improving CTR and conversion, and shaping product roadmaps with actionable, insight-led recommendations.

Revenue Growth Through Social Media Strategy – Partnered with global marketing, CX, and digital teams to shift Tempur Sealy from retail-led to fully ecommerce/omnichannel social strategy—contributing to an 82% increase in international net sales (Q4 2020 vs Q4 2019) and earning CEO recognition for impact.

PROFESSIONAL EXPERIENCE

PES CREATIVE AGENCY

Mar 2015 – present

Managing Director, Founder, Owner | UX and UI Creative Strategy and Execution

Agency of record for numerous global consumer brands and in-house marketing teams, supporting both small studios and large agencies. Serves as an independent social media manager and digital brand consultant, leading cross-platform campaigns that connect creativity, culture, and commerce. Core capabilities include: social strategy and content planning, influencer partnerships, community management, digital storytelling,

and data-driven performance reporting. Experienced in social media production, paid and organic campaigns, social commerce, and analytics across TikTok, Instagram, Facebook, LinkedIn, Pinterest, and YouTube. Skilled in creative briefing, motion content, and brand storytelling, using tools such as Adobe Creative Suite, Canva, Figma, Sprout Social, Google Analytics, and Meta Business Suite to deliver authentic, measurable growth for global audiences.

TEMPUR SEALY INTERNATIONAL

Mar 2018 – Jun 2024

Team Lead - CX Marketing Communications Design Team

Responsible for strategic concepting through execution across global digital and social platforms including TikTok, Instagram, Facebook, LinkedIn, Pinterest, and YouTube. Led social media strategy, creative direction, and campaign development as well as project and team management (5 direct reports plus agency partners) to ensure digital and content strategy were consistently executed across markets. Served as cross-functional liaison between brand, creative, product, and media teams and a key member of the new campaign and collection launch teams.

- Led global social media and content strategy for the **“David Beckham for TEMPUR” campaign**, focused on the APAC region. Directed creative, influencer, and content teams from concept through launch, elevating brand visibility through impactful storytelling and community engagement.
- Global Social & eCommerce Leadership – Oversaw digital marketing and social activations for 21 flagship markets across EMEA, APAC, and North America, while enabling 70+ distributor channels. Delivered on time and within budget, driving measurable growth in brand engagement and social reach.
- Collaborated with insights and analytics teams to track engagement metrics, audience sentiment, and campaign ROI. Applied data-driven insights to refine content strategy, improve performance, and optimize paid/organic mix.
- Led content planning sessions and cross-team presentations with digital, media, and agency partners to align messaging, creative assets, and publishing schedules.
- Managed the creative and strategic direction of end-to-end social media campaigns through completion.
- Supported the delivery of brand vision through audience research, concept development, influencer briefing, and social-first storytelling.
- Translated concepts into creative briefs, content frameworks, and digital experiences that built vibrant communities and drove engagement globally.

Senior Designer (Mar 2020 - Jun 2022)

Collaborated with central and international marketing teams across 21+ global markets to plan, develop, and launch social media and digital campaigns for Tempur Sealy International across TikTok, Instagram, Facebook, LinkedIn, Pinterest, and YouTube. Helped launch the ONE, EASE, and HOME by Tempur product lines, driving brand storytelling and community engagement through digital-first strategies. Created content calendars, campaign briefs, and performance reports using Sprout Social, Figma, and Adobe Creative Suite to ensure seamless execution and measurable growth across regions.

- Created and delivered social-first visual concepts designed to engage audiences and drive interaction through meaningful, localized storytelling.
- Leveraged presentation and communication skills to present campaign concepts and social performance insights to leadership and stakeholders.
- Combined creative ideation with audience insights and content planning tools to bring social concepts to life and align teams on direction.
- Developed social campaign roadmaps and platform strategies within the central team, using analytics to refine creative execution and optimize engagement.
- Partnered with creative, PR, and influencer teams to develop content in alignment with brand tone and global campaign goals.
- Responsible for social content design, publishing workflows, and campaign performance optimization based on real-time data.

Web Designer, Front-End Developer (Mar 2018 – June 2020)

Responsible for leading global e-commerce redesigns and digital brand rollouts for Tempur Sealy, and Stearns & Foster across 21 global markets including data-driven designs and implementing visual assets that users see and engaged with online.

- UI Design: Designed and managed digital assets (websites, landing pages, online promotions, emails, digital ads, social assets). Provided design-focused support for local markets when requested.

- Wireframing: Based on auditing and testing, prepared basic wireframes to showcase to the CEO for approval. Presented to the central and international markets using wireframe in XD, Figma or Axure.
- Front-end Development: Developed and maintained Tempur Sealy International website utilizing AB testing to ensure an exceptional customer journey on the site. Created basic wireframes, mock designs, and heat maps to help manage and present results. Helped international marketing fix, maintain and build their individual websites.

MOORSIDE OFFICE

Apr 2010 – Feb 2015

Social Media, Marketing & Communications

Led social media and digital marketing strategy for six online and eCommerce brands including monkeyoffice.co.uk, caboodle.co.uk, officesupplies.org, paperpunchplus.com, C2UOffice.co.uk, and FireflyOffice.co.uk. Oversaw content planning, influencer partnerships, paid and organic campaigns, and community management across social platforms to drive brand awareness and engagement. Managed social performance reporting, content calendars, and creative execution across channels including Facebook, Instagram, LinkedIn, and YouTube. Collaborated with marketing and eCommerce teams to ensure all campaigns aligned with brand tone, seasonal promotions, and audience insights—helping position the company as the UK’s leading independent online office supplies brand.

EDUCATION, PROFESSIONAL CERTIFICATIONS

Information and Communication Technology, Art and Design (2004) Peter Symonds College (Winchester, England)

Professional Certifications:

AI Product Design - MIT Professional Education Program (Dec 2025)

Information Technology - MIT Professional Education Program (Oct 2024)

Digital Leadership and Digital Strategy Execution - Digital Marketing Institute (Jun 2023)

Digital Channel Planning and E-Commerce Strategy – Digital Marketing Institute (Jun 2023)

Digital Strategy and Business Opportunity – Digital Marketing Institute (Jun 2023)

UX Design and Digital Marketing Strategy – University of the Arts London (Nov 2020)