Elizabeth Christine Smith OMCP
Vice President of Digital Marketing, SGW Integrated Marketing Communications

Elizabeth Christine Smith is the Vice President of SGW Integrated Marketing Communications, an award-winning marketing agency founded in 1986 that provides integrated marketing solutions to the healthcare, B2B pharma, banking, insurance and educational industries. Maintaining an Online Marketing Certified Professional certification, Ms. Smith is also a published author of numerous, informative articles in the PR field.

Before joining SGW, Ms. Smith was a Correspondent and Copy Editor for the Northern Valley Press from 2008 to 2010, where she authored weekly articles and covered news events in the Northeast Bergen County area.

In 2011, Ms. Smith became the Content Marketing Coordinator and Social Media Manager for Davanti Digital Media, a full-service digital marketing agency in Tinton Falls, N.J. where she crafted press releases and social media content for companies such as Yamaha, Rheem and Hilton. In 2012, Ms. Smith worked in Marketing Communications with Designer Greetings, a manufacturer of greeting cards, where she performed marketing research and ad analysis.

Then, in 2013, Ms. Smith became the Key Digital Optimization Specialist for Gannett, the largest newspaper publisher based on circulation. With ownership of over 100 newspapers in over 34 states, comScore.com consistently ranks Gannett in the top three in News & Information delivery. It was here that Ms. Smith honed her management skills by working with national digital advertising teams to optimize digital marketing campaigns and monitor their performance. She was quickly promoted to Senior Automotive Digital Key Account Executive where she managed business relationships between automotive industry clients and prospective advertisers across the state of New Jersey.

Then in 2017, Ms. Smith became a Senior Account Executive for Digital to Dealer Direct, an affiliate company of SGW, where she soon was promoted to Digital Sales Manager and later to Director of Digital Strategies and Sales, performing such tasks as building and managing client relationships, developing digital campaigns, and managing business partnerships.

A strong supporter of community, Ms. Smith is the president of the Dirty Jersey Roller Derby, a women's flat track roller derby league founded in 2015 which is active in community events and works to promote the sport of women's roller derby.

Ms. Smith has earned an Associate's Degree in Communication from Sussex County Community College and Bachelor's Degree in Communication, Journalism and Public Relations from William Paterson University in Wayne, N.J.