

Smarty Social Announces Agency Restructure to Support Vision for Growth

Industry Veteran Stephanie Theodoropoulos Appointed to General Manager

SANTA ANA, CA, USA, April 13, 2023 /EINPresswire.com/ -- [Smarty Social Media](#), a social-first digital marketing agency based in Orange County, CA, announced today it has restructured to support its vision for long-term growth focused on the MedTech industry and to create new paths of development for its team. Stephanie Theodoropoulos has been appointed to the newly created role of General Manager, responsible for overseeing all areas of agency operations. Michelle Prieve has been promoted to Director of Client Service, and Shannon Taylor has been promoted to the newly created role of CX (Customer Experience) Teams Director. Jami Eidsvold continues to lead the agency's evolution as CEO.



Smarty Social Media promotes key team members as part of agency restructure. Pictured from left to right, Michelle Prieve to Director of Client Service, Stephanie Theodoropoulos to General Manager, and Shannon Taylor to CX Teams Director.

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“As we achieved another year of significant growth and approach our 10-year anniversary, it became clear that it was time to make fundamental changes that support retention and scale at all levels of our organization,” said Jami Eidsvold, Founder and CEO of Smarty. “Stephanie brings specific experience in building and operationalizing teams from the ground up, which is critical to Smarty at this stage of our growth. She has been a positive agent for change since the day she joined Smarty two years ago. Her leadership is only surpassed by her passion for seeing our team and clients succeed.”

Theodoropoulos is a 20-year marketing veteran with a proven track record for helping agencies scale while leading client teams for prominent brands like Ford, Mazda, Marriott, and Seminole Hard Rock Hotel & Casino. During the last two years at Smarty, she led the Client Service team that drove 27% in agency revenue growth and managed 30% people growth while

implementing significant operational improvements. She will now apply her

experience from leadership positions at agencies such as Y&R, JWT, and Garage Team Mazda to oversee agency operations. All department leads now report directly to Theodoropoulos and she is responsible for agency KPIs, process, hiring, and team management with the goal of driving integration and collaboration across all service areas.



Smarty Social Media is a social media marketing agency based in Southern California serving the healthcare industry.

"I'm excited by the challenge of taking Smarty to the next level in a way that preserves our culture and the core values that have gotten us to this point," said Theodoropoulos. "Jami has built something special here – the long-standing client relationships and commitment of the team are a testament to that. I'm honored and humbled by her trust to keep the essence of who we are while growing into the next chapter of our business with a strong team of leaders."

Prieve takes on the role of Director of Client Service after joining Smarty in 2021 as an Account Director and making an immediate impact in leading some of Smarty's largest clients including Treace Medical Concepts and DermTech. She has been instrumental in building integrated brand campaigns and leading account teams that deliver innovative solutions and seamless execution to Smarty clients. Her 15 years of marketing experience from agencies such as DGWB, Donor, and One Partners, and position as Advertising Manager at Taco Bell, have provided the foundation for Prieve to take on her new role leading Smarty's Client Service department. She has already made notable contributions by developing and implementing a client service playbook to deliver best-in-class service across all accounts.

Taylor steps into the newly created role of CX Team Director where she will oversee Smarty's growing CX department and is responsible for all areas of team management including scheduling, training, and driving deeper integration of CX insights across all departments. In her five years at Smarty, Taylor amassed a diverse range of skills and experience across the agency before finding her passion for CX and the value it brings to client business. Shannon brings years of experience working with complex policies and procedures as an underwriter specializing in government programs in the mortgage industry and over 10 years of experience with training and supervising employees across various business functions. This perfectly positions her to lead the CX team through ever-changing challenges on social platforms and help elevate the team to support Smarty and its clients.

Restructuring of the organization is just one piece of a larger effort to prepare Smarty for its next chapter. The company is actively refining its branding and value proposition to better serve MedTech clients with plans to unveil this work in conjunction with its 10th anniversary and roll out of new service offerings this fall.

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