

She slices, dices, and runs things around here. Meet Soapdom's QueenRuler!



Soapdom, Inc. founder, Executive Producer, SVP Marketing/PR and Lead Project Manager, Website Development, Linda Marshall-Smith, is the heart and soul of Soapdom.com. A writer/producer, marketing/public relations pro, with four web properties under her belt, she likewise has several television, feature, and experimental film projects in development. She produced the award-winning short film, "Sunday," starring Linda Purl (Claire, Port Charles) and has been a columnist for "P3 Update" (an inside the entertainment industry publication), and a frequent contributor to "The Hollywood Reporter," "Soap Opera Weekly" and "Soap Opera Digest."

In addition, Marshall-Smith has marketed residential and commercial real estate to the entertainment industry as location sites, served as a location manager for both film and television, and continues to consult on marketing and promotion strategies with a wide variety of clients including television stars, lawyers, investment banks, jewelers, web developers, web sites, and e-commerce companies.

Not to mention the daily responsibilities of running a major community platform news portal/social network like Soapdom.com. Marshall-Smith juggles everything from managing and editing duties to ad sales, business development, web development and production, community building, customer service, personally covering soap opera events and more. "Where's that evil twin when you need one?" laughs Marshall-Smith. "Sure could use that extra pair of hands!"

With a BA in English and Journalism from the University of Florida and an MBA in Marketing from Fordham University in New York, Marshall-Smith first pursued a career in Marketing Management where she consistently wrote and produced television spots, print ads and corporate videos. In addition, she developed and implemented long- and short-range marketing strategies for a wide variety of products and services, including the Metropolitan Transportation Authority in NYC, a \$3 million per year private label leather-goods business for Sears, and was involved in initiating the product introduction of Colgate Shaving Cream with Aloe.

Marshall-Smith then broke into film production in New York. Some of her credits include: Alan Pakula's "Presumed Innocent," Woody Allen's "Another Woman," Mike Nichols "Working Girl," Merchant Ivory's "Slaves of New York," Universal's "Law & Order" and "Meet Joe Black." In addition, she was chosen to attend NYU Tisch School of the Arts in the Graduate Dramatic

Writing Program as a selected student, while she wrote and produced electronic press kits for such films as "Mountains on the Moon," "They Came in Peace," and "Shirley Valentine." She then relocated to southern California where she was chosen to participate in the Hanna Barbera Animation Writing Workshop.

Marshall-Smith's first foray into cyberspace was creating, managing and providing content for a mini destination on America Online for the mid-90's sitcom, "Mad About You." At the same time, she began promoting soap opera talent online. The creation of her first website, Turtle-Run.com, followed in 1999. Turtle-Run.com was originally designed as an online repository for Marshall-Smith's journalistic endeavors as well as an arena to promote film and television projects to the industry. The overwhelming response to Turtle-Run's republishing Marshall-Smith's articles on soap opera stars and events took her in another direction, however, and soon, Turtle-Run gave way to Soapdom.com. Soapdom.com, now in its third incarnation, was a Finalist for the "Stevie Award for Women in Business" for Website of the Year 2006 and 2009 and has won the Silver Award for Excellence from the American Association of Webmasters.

Marshall-Smith is listed on the [Internet Movie Database](#) , has qualified for the [Director's Guild of America East](#) , was named in the National Register's Who's Who in Executives and Professionals in 2000, 2001, and is a member of thinkLA, the advertising club of Los Angeles. She recently appeared on the Game Show Network's "Anything to Win: Days of our Lives Ratings Wars," as a soap industry expert and appeared in 13 episodes of "Planet Soap" for Canada's TVTropolis.

"The network really likes the series and I want to thank you for being such an important part of that success - you were fabulous on camera... fun, informative and personable which is just what we wanted. Thank you so much." Ron Carroll, VP Development, AJE Production, "Planet Soap."

[Recently quoted in the Los Angeles Times](#) and the [Press of Atlantic City](#) , Marshall-Smith has been publicizing television programming and its stars online since 1995.

More on Linda Marshall-Smith

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