ROBERT SMITH

Advertising Designer

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SUMMARY

Highly motivated, experienced, and passionate candidate seeks to further a career in an Advertising Designer position that can utilize my technical skills and management knowledge to benefit mutual growth and success.

CORE COMPETENCIES

Excellent Writing Skills, Designing Skills, Great Attention To Detail, Photography And Video, Inventory Management.

PROFESSIONAL EXPERIENCE

Advertising Designer

ABC Corporation - May 1992 – October 1992

Key Deliverables:

- Created more than newspaper ads, we designed direct marketing tools like fliers, brochures, and sales support documents.
- Worked on all stationery materials for the company to develop a corporate image.
- Participated in the revision of classified advertising to facilitate company-wide movement to re-design the size and layout of the paper to reduce costs.
- Coordinated the concept and design of a free-standing kiosk for public display and promotion of The Columbus Dispatch.
- Learned the needs of the business and influence what we do.
- Acted campaign account manager in regard to taking the creative brief and seeing the project through to completion including facilitating collaboration, socialization, and approvals.
- Executed UX and customer journey design and architecting for web and mobile.

Advertising Designer

Delta Corporation - 1990 – 1992

Key Deliverables:

- Started working there, a box with a logo on the shape of a bitten apple and a label reading Macintosh came and everything changed forever.
- As we learned how to use its FreeHand application we realized the ability to create and manipulate text and graphics with the click of a mouse or keyboard represented a line between past and future; graphic advertisement design would never be the same.
- In time, applications and software would come and go, but the basics outlined by these first Apple computers cemented a solid foundation that is still being used up to these days.
- The user-friendly approach marked the way for other developers, not only for Desktop Publishing but for video, audio, and data editing as well.

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- Learning how to use Apples Macintosh FreeHand was like learning a code that I have been able to utilize to understand how to use an array of computer software for different purposes with little or no training at all.
- Expertly trained, and performed tasks with a high level of accuracy for print and internet departments.
- Successful graphic production of online Yellow Page advertising with a team maintaining 99% accuracy.

EDUCATION

- Certificate in Marketing - 1998(San Diego State University - Mexicali, B.C.)

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