

Robert Smith

Interactive Art Director

CONTACT DETAILS

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Alabama
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PERSONAL STATEMENT

Experienced and innovative Art Director with over 10 years' experience leveraging thorough industry knowledge and best practices to design and implement state of the art designs. Innate understanding of clients' vision and objectives. Successfully develops innovative and visually appealing ad campaigns that targets wide-ranging audiences. Ability to conceptualize, plan, and solve problems, with strong expertise in printing and finishing methods.

SKILLS

Photoshop, Illustrator, InDesign, Flash, Dreamweaver, After Effects, Final Cut Pro, Fireworks, Corel Draw Freehand, HTML, CSS, Microsoft Office, Mac, PC.

WORK EXPERIENCE

Interactive Art Director

ETL Interactive - 2014 - 2019

Responsibilities:

- Conceptualizes and produces social media campaigns using Twitter, Facebook and Instagram.
- Oversees seasonal promotions, giveaways and daily postings to all social media platforms.
- Provides art direction, and leads planning and execution of digital and print media campaigns.
- Manages and timely executes projects for various clients.
- Coordinates with freelancers, programmers and copywriters to complete projects within specified timeframes and budgets.
- Designs weekly static and animated email blasts for special events, trunk shows, and promotions.
- Creates and prepares files for print, partners with vendors, schedules delivery times, and negotiates pricing.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

Art Director

ABC Corporation - 2011 - 2014

Responsibilities:

- Designed, structured and delivered all company and sales force marketing materials for four deadlines
- Ability to handle change with creative UTLS brands; Default Services, Title Services, Consulting Services and Technology Services
- exibility to adjust and provide the best possible Developed and produced print and web advertising, marketing, trade show and educational solution
- Extensive knowledge of design materials
- principles/techniques, color theory, typography Designed corporate brands, logos, brochures, technical publications, trade show displays and and pre-press and printing procedures
- ad campaign marketing materials
- Reported directly to the Vice President of Marketing.

REFERENCES

Reference - 1 (Company Name)
Reference - 2 (Company Name)

Education

Advertising Certificate Program - 2009(School of Visual Arts - New York, NY)