

ROBERT SMITH

Developer/Art Director

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

Qualifications creative. Deadline-oriented. Capable of leaping tall problems with a single bound. Understands the importance of brand, both from a legacy and extensibility standpoint. Has been a proven performer on creative campaign work from a national, regional and local level. Always puts results ahead of hardware on a shelf. Art Direction - Intimately familiar with the Adobe Creative Suite in a multi-end user experience.

CORE COMPETENCIES

Adobe Products, Cubase Audio Editing, Copywriting, Art Direction.

PROFESSIONAL EXPERIENCE

Developer/Art Director

ABC Corporation - August 2001 – November 2004

Key Deliverables:

- Responsible for creation of all internal design materials for print clients.
- Managed, coded and oversaw four associations websites, managing roughly 8,000 online memberships.
- Art Director Responsible for ground up design and art direction of city/regional magazine, including the launch publication.
- Also designed all collateral, sales and marketing materials.
- Control all incoming advertising materials, emanating from a variety of platforms and sources, press checking and quality control of publication.
- Worked closely with vendors towards the refinement of techniques used in production.
- Saved the corporate office nearly \$100,000 in printing costs by restructuring bidding process and re-bidding the printing of the magazine and sister publications to gain in both arenas of quality and price.

Art Director

ABC Corporation - 2000 – 2001

Key Deliverables:

- Responsibilities Art Direction for direct mail and event marketing
- Clients included Chicago Bank, CitiBank, Chase, New York Newsday, Hartford Courant, Bell Atlantic, Bell South
- Selected accomplishments and responsibilities Create companies first event tradeshow experience
- Booth was easy to install, ship, and change out the information
- Art Directed agencies first direct marketing campaign for newspaper client
- Most other clients had been banks and credit institutions

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- We landed our second client within a month of proving the ROI of the first campaign
Advised partners on equipment purchase and workflow process to digitize the creative department and work seamlessly with service bureau and external partners

EDUCATION

- Advertising - (East Peoria Community High School - East Peoria, IL)