

ROBERT SMITH

Creative Consultant III

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Extensive knowledge of print/digital design development and production experience - expertise in strategic brand identity, concept & product development, with project management skills. Innovative big-picture thinker with proven ability to quickly conceive, develop and implement creative concepts and marketing campaigns that significantly improves client market position, enhance brand awareness, and maximize profit margins.

EXPERIENCE

Creative Consultant III

ABC Corporation - 1997 - 2002

- Serve as lead creative on assigned priorities.
- Maintain constant communications with clients to insure that all creative goals are met within the set timeline.
- Define consistent elevated creative visions for both print and digital content.
- Collaborated with copywriters, design, account and production staff to meet client and Integrated Marketing goals and objectives on assigned projects and new business campaigns.
- Develop and produce promotional creative for launches, promos, image campaigns, upfront presentations, original shoots, special events all creative tactics as needed.
- Oversee creative deliverables to fulfill needs requests in a timely manner.
- Provided consultative services to diverse clientele within the fashion, film and television industries.

Creative Consultant

Carla Ercole - 1993 - 1997

- Extensive experience in luxury goods and high level project management, utilizing creative service expertise.
- Providing innovative styling for advertising, catalog, editorial, event/floral design, home decor/staging, and retail design.
- Passionate, organized, detail oriented and well-rounded team player undaunted by hard work and creative challenges.
- While some clients have a visual direction I implement what those needs are.
- As some clients dont have any visual direction I invent and implement that direction which brings them profitable sales.
- Some clients include Arte Italica, Bed, Bath & Beyond, Celine, Derek Lam, Dolce & Gabbana, Gilt Groupe, Gucci and Tom Ford.
- Skills Used Photo Shoots, Visual Merchandising, Fashion, Photography, Window Displays, Interior Styling, Home Staging, Accessorizing, Fabric

Selection, Color Coordination, Set Dressing, Microsoft PowerPoint and Adobe InDesign Programs..

EDUCATION

- A.A.S in Advanced Advertising & Design - 1983(PELS Center for the Media Arts - New York, NY)

SKILLS

Mac OSX Platform Software, Including QuarkXPress 9, Adobe CS6: Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat Professional, Microsoft Office Suite: Word, Excel, PowerPoint.