ROBERT SMITH

Creative Services Director II

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Seek employment that will utilize talents, abilities, and experience to its utmost potential. In addition, seek an environment where challenges and will grow professionally.

EXPERIENCE

Creative Services Director II

ABC Corporation - APRIL 1997 – MARCH 1998

- Designed from scratch the "look" of the station which included all promotional commercial spots; promotional IDs, assignment of promotional items within log which was created from at the inception of my employment; collaborated with several radio stations and newspapers within the market for cross promotion; hiring the station voice, writing, shooting and directing as well as edited all promotional events.
- Oversaw all promotion and production budgets, hiring and maintaining as well as training on various means of video production equipment.
- Produced within a 10 month period 246 promotional items, during sweeps maintained on an average of seven cross-promotional events.
- Collaborated with the membership, program, development, retail and volunteer departments to ensure that all marketing and communications materials are aesthetically pleasing and visually consistent.
- Delegated assignments to and approved concepts generated by a staff of 3 (graphic designer, communications manager and production coordinator).
- Developed creative services vendor plan with outside agencies, freelancers, printers, mail houses, etc.
- Responsible for the development of high-quality visual and written content across all media channels (web, video, radio, advertising, publications and print collateral) within transitional and established branding standards.

Creative Services Director

Delta Corporation - 1996 – 1997

- Duties include establishing and maintaining communication with clients and vendors to identify their graphic and promotional goals.
- Established project timelines and budget costs.
- Ensured subcontractors met project requirements and deadlines - Developed proposal outlines for future prospects - Multi-tasked various direct .

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- Writing, filming, and editing of commercials, public service announcements and television promotional spots.
- Still employed on contract basis HealtheChoices, Tampa FL Graphic design and layout for promotional and informational catalogs, folders, mailers and .
- Web design for corporate site as well as individual client member pages and integration of Mayo Clinic wellness portal.
- Design and distribution of email marketing.

EDUCATION

- Bachelor of Science in Communications - 1983(Appalachian State University - Boone, NC)

SKILLS

Creative Strategy; Brand Development; Strategic Planning.