

# ROBERT SMITH

## Creative Specialist

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

### SUMMARY

Have seven years of experience in Graphic Design. Also, have experience in Social Media and updating websites. Really enjoy designing and find it to be a most rewarding career.

### CORE COMPETENCIES

Graphic Design, Advertising, Creative Direction, Brand Development, Brand Identity Guidelines, Logo Design, Photoshop, Illustrator, InDesign, Quark Xpress, Typography, Corporate Branding, Company Brochures, Microsoft Office Tools And Troubleshooting Hardware Problems.

### PROFESSIONAL EXPERIENCE

#### Creative Specialist

Middough Inc. - July 2011 – May 2020

##### Key Deliverables:

- Worked independently as a sole Graphic Designer in charge of all print media.
- Responsible for creating projects and documents in a fast-paced environment.
- Designed all tradeshow collateral, including 8 banner displays, brochures, and PowerPoint presentations.
- Responsible for developing logos, and posters for new brand campaigns.
- Published the Corporate Identity Guide to ensure proper usage of the Middough brand.
- Design all website imagery, including the rotating jpg on the Middough home page.
- Created all advertisements for magazines and newspapers.

#### Creative Specialist

Delta Corporation - 2006 – 2011

##### Key Deliverables:

- Include overseeing multiple projects from stages to concept, design and production  
Conceptualize and design communication, including newsletters, .
- Advance AlohaCares brand by working with other departments to develop new materials and consistency in all internal and external marketing .
- a total of ten years before, after and throughout college) Facilitated all phases of catalog merchandising and marketing for this international .
- Created national advertising and brand imagery for eight core books and six specialty books.
- Maintained brand identity for multiple clients.
- Duties included meeting with the clients of the advertising agency to forge marketing strategies, then producing the television and radio commercials.
- Performed conceptualization, script writing, videography, editing, graphic design and voice talent duties for a wide variety of clients and .

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### EDUCATION

- Degree Certificate of Applied Business in Graphic Design - 2004(Cuyahoga Community College - Cleveland, OH)