

ROBERT SMITH

Creative Specialist

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SUMMARY

Organized Creative Specialist with a proven track record of delivering within specified time frames. Customer-focused and strong communicator with the ability to effectively interact with others. Quick learner with management potential.

SKILLS

Adobe Photoshop, InDesign, Illustrator, Acrobat, Dreamweaver, Flash, Microsoft Office, PowerPoint, Drupal, WordPress, Pardot.

WORK EXPERIENCE

Creative Specialist

AAA MountainWest - March 2016 – June 2020

- Responsible for designing, developing, and managing brand expressions (graphics, collateral, promotional material) using knowledge of market characteristics and designing to achieve growth goals.
- Ensured the integrity of the member relationships remains intact through all expressions.
- Worked in conjunction with an advertising agency, printing houses, media outlets (newspapers, developers, advertisers, and production managers) to market products.
- Coordinated and participates in promotional activities and events.
- Managed and maintained the visual profile and media outlets to successfully market to target growth segments.
- Requires an in-depth understanding of the target segments consumer habits, characteristics, and profile, as well as regular tracking and analytics, to understand ROI and efficacy.
- Worked with the manager to come up with creative solutions for tasks at hand such as printing, copying, graphic designing, and marketing.

Creative Specialist

Delta Corporation - 2015 – 2016

- Transcribed letters, memos, reports, proposals, and other documents from handwritten copy and/or audiotape Maintained employee attendance records .
- This corporation is a creator and manufacturer of innovative social expression products that assist consumers in making the world a more thoughtful .
- Assisted in the invention, design, and production process of new to the world products in cards and gift presentation.
- Designed, Created and helped to build websites with CMS platforms like Wordpress, Joomla, etc.
- Developed marketing strategy plans and implemented through multiple revenue channels including social media. Worked to develop logo, billboards, and .
- Managed clients individually and with a small team to keep projects ongoing and within deadline.

- Recruited because of knowledge of the advertising and film markets, to demonstrate and deliver presentations with The Foundrys compositing, painting .

SCHOLASTICS

- Master of Fine Arts in Visual Arts - (University of Victoria - Victoria, BC)