

ROBERT SMITH

Creative Specialist

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Seeking for a position of Creative Director/Art Director compatible with previous education, employment experience, and degree. Highly organized, self-motivated, and proficient with computers.

EXPERIENCE

Creative Specialist

ABC Corporation - JANUARY 2002 - JANUARY 2010

- Developed multimedia communications solutions for an \$11 billion engineering / architectural services company.
- Performed software and hardware installation, troubleshooting, and software upgrades, with project management from concept through production.
- Planned, analyzed, and created visual solutions to communications problems.
- Designed and developed websites, before and after project photo renderings, marketing collateral material, advertising, trade show booth graphics, and multimedia advertisements, newsletters, annual reports, multi-media PowerPoint presentations, custom templates, ad designs, proposal/project-specific web designs, and development.
- Managed upgrade and end-user training and transition from legacy software to current industry standards which provided an effective solution to software cross-collaboration issues.
- Built the business case for the cost-efficient strategy for engineers and the company defining new responsibilities for the graphics department outside of generic functions.
- Responsible for digital pre-press, color correction, and quality control functions for the card and non-card product in the Graphic Studio of AGC.

Creative Specialist

Delta Corporation - 1998 - 2002

- Designed effective visual advertising campaigns for print and online media, which grossed over [] in yearly revenue.
- Met with clients weekly to consult the best strategy and branding for their campaigns.
- Partnered with the Production Team to proofread, edit, copywriting, layout and pagination of weekly advertisements.
- Created pieces for newsprint, door hangers, direct mail, websites and magazines that incorporated bleeds, dielines, and/or live areas.
- Main task was to create mock up designs for the business managers to present to clients in order to get them interested in our services.

- Would then create a working file that would be etched and printed on the final product.
- Provided personal, one-on-one training and teaching to meet the needs of customers.

EDUCATION

- Diploma - (Anne Arundel Community College)

SKILLS

Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Microsoft Publisher, Word Processing, Desktop Publishing.