

# Robert Smith

## Freelance Creative Director

### PERSONAL STATEMENT

Working independently to develop innovative and creative work that implements brand strategy, on time and on budget; develop visual and creative elements for advertising, brand identity, marketing campaigns, and overall guest experiences

### WORK EXPERIENCE

#### **Freelance Creative Director**

**Shar Graphics - June 2014 - 2015**

##### *Responsibilities:*

- Magazined and advertised, packaged and other print pieces.
- Organized content and advertising placement.
- Responsible for production art task such as, color correction, image manipulation, image optimization for digital media platforms, and typography.
- Coordinated with sales team in advertising design and approval.
- Worked with HTML/CSS to build web pages, and manipulate Social Media sites such as Twitter, Facebook Fan pages.
- Organized and maintained design file structure and naming conventions within design file server and local machine.
- Directed projects throughout the production process from conception through to delivery.

#### **Freelance Creative Director**

**Delta Corporation - 2011 - 2014**

##### *Responsibilities:*

- Consulted with advertising and design agencies on numerous projects including, - Major cruise lines overall creative strategy for communicating its .
- Created freelance work for American Airlines, Fossil, Greyhound, DirecTV, Services of Hope and United Healthcare.
- REFERRED BY Terry Kranz - Director of marketing at Kranz, Kranz & Associates Grafton, Wisconsin - Day Phone (262)Scott Estes - Owner and founder .
- Leading live entertainment marketing agency specializing in music and comedy festivals Conceived experiential marketing plan that won \$2.5M Mikes .
- Plan and execute visual solutions to communications problems while working to meet the needs of the client.
- Projects included artwork and content layout for brochures, direct mail, sponsorship materials, conference materials, newsletters, monographs, .
- Clients include pharmaceutical companies Abbott Laboratories and Given Imaging, focusing on therapeutic areas including Crohns Disease and pain .

### **CONTACT DETAILS**

1737 Marshville Road,  
Alabama  
(123)-456-7899  
info@qwikresume.com  
[www.qwikresume.com](http://www.qwikresume.com)

### **SKILLS**

Graphic Design,  
Photoshop, Layout,  
Layout.

### **LANGUAGES**

English (Native)  
French (Professional)  
Spanish (Professional)

### **INTERESTS**

Climbing  
Snowboarding  
Cooking  
Reading

### **REFERENCES**

Reference - 1 (Company Name)  
Reference - 2 (Company Name)

## Education

Associates In Graphic Communication