ROBERT SMITH

Marketing Designer

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Highly skilled Marketing Designer, responsible for Creatively designing and processing the production/reproduction of graphic designs, layouts, and advertising that circulates throughout the campus, local community, and nation that represents the mission of Albany State University.

EXPERIENCE

Marketing Designer
Albany State University - OCTOBER 2009 – 2010

- Designed front-end custom websites and platforms.
- Familiared and being aware of new developments in Digital Design, Marketing, and Advertising.
- Determined which photographs, art, or other design elements to use.
- Performed duties as necessary, including day-to-day operations within the graphic production department.
- Worked with panels in Adobe CS6 InDesign, Illustrator, and Photoshop.
- Created and implemented media campaigns for successful launch and promotion.
- Effectively collaborated with Vice President of St.

Marketing Designer
Delta Corporation - 2005 – 2009

- Created/ Design newsletter for over 300 students and staff at Mantissa Institute in Malaysia.
- Present to the public to students and board of directors about course for Multimedia Design Design marketing material such as magazine advertisement, .
- As the Marketing Designer for HTD, I work as part of a collaborative team to create and lead marketing campaigns, public announcements, and visuals.
- Objectives include researching our audience, presenting our brand at an exemplary level, creating and designing marketing materials, revising.
- Served as a graphic designer for this non-profit.
- Designed enticing monthly event posters, brochures, mailers, and created event materials for a yearly parent-daughter fair.
- Skills Used Illustrator Photoshop InDesign Google Docs.

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EDUCATION

- Diploma

SKILLS

Graphic Design, Web Design, Multitasking.