

# ROBERT SMITH

## Professional Photographer/Supervisor

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Experienced in marketing, advertising and promotional campaigns that significantly increase consumer awareness and sales. Experienced in monitoring staff hours to reduce wasteful shifts and unneeded payroll expenses. Constantly working to improve the quality of improving their customer service as well

**1993 - 2019**

### **PROFESSIONAL PHOTOGRAPHER/SUPERVISOR - BEN REEDER PHOTOGRAPHY**

- Conceived and implemented functional businesses plan to focus on photography sales and services.
- Created and redesigned an e-commerce website and sample portfolio.
- Focused promotions, link exchanges and advertising toward regional exposure.
- Response surveys indicate successful regional penetration.
- Created a rebranding and marketing plan for the aggressive gain of market share in both Lancaster and Centre County.
- Created price matrixes for various forms of photography business such as studio, wedding and sports photography.
- Directed all daily business operations including client scheduling, personnel supervision, training, budgeting, project coordination.

**1992 - 1993**

### **PROFESSIONAL PHOTOGRAPHER/SUPERVISOR - SELF-EMPLOYED**

- 1.
- Responsible for booking clients and scheduling consultations both in person and on the phone 2.
- Handles billing and contract agreements 3.
- Accepts cash, check, and card payments Accomplishments 80% return customer rate Skills Used 1.
- Strong and professional phone skills 2.
- Explaining billing and contracts in a clear, concise manner 3.
- Creating a rapport with clients to ensure their customer service is unmatched.

## **EDUCATION**

BS

## **SKILLS**

Photography, Photoshop, Lightroom, CSS, HTML, Wordpress, Google Analytics.