

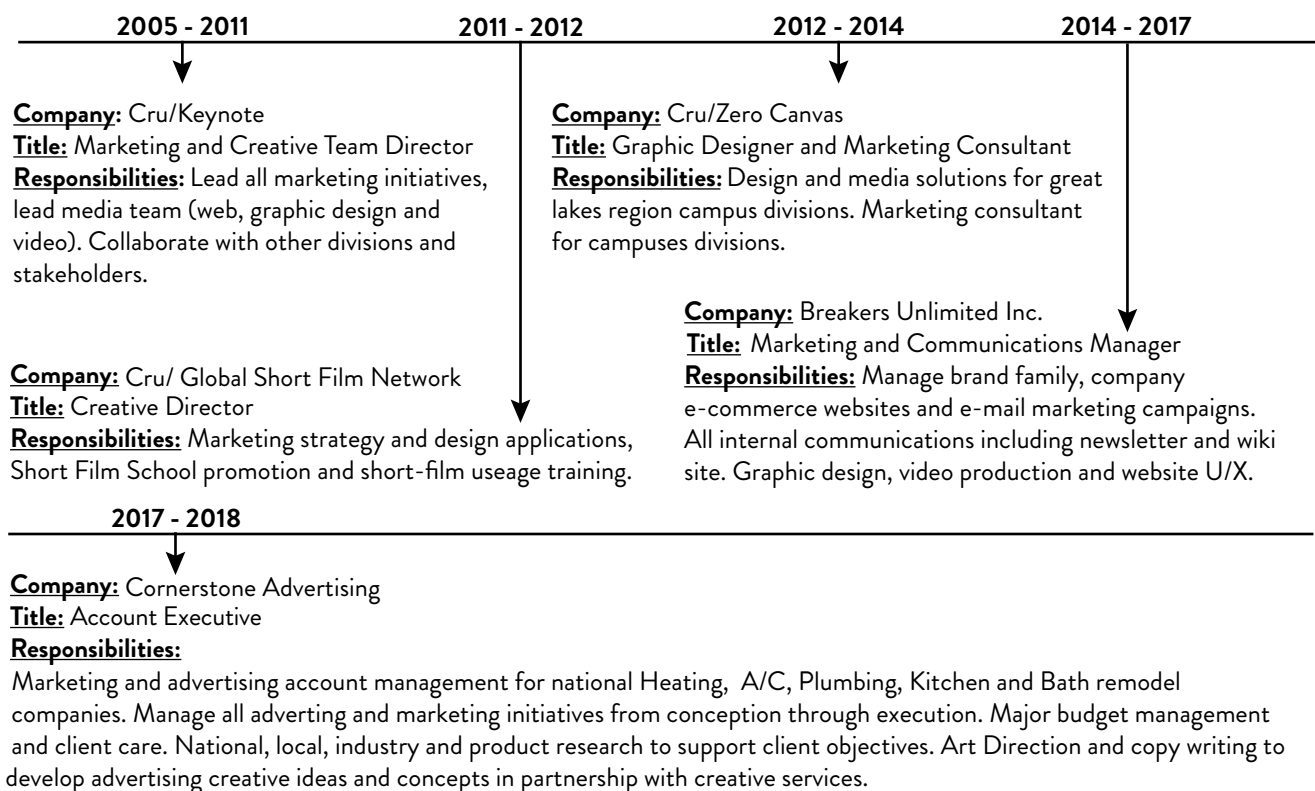
Marketing and Design Professional

Highly versatile marketing and design professional. Bachelors of Business Administration with emphasis in marketing and advertising. Adobe Creative Suite certification from Indiana University, Purdue University Indianapolis. Ten years experience as a leader of company marketing applications and services. Seven years giving creative direction for print, web, video and promotional media. Six years professionally designing print and digital media. Currently an Account Manager for a full-service marketing and advertising agency. Exceptional people skills, great collaborator, strong project management and team player.

SKILLS

<p>Marketing Management</p> <p>Marketing strategy including company web presence, brand promotion, social media, print, and video. Execution of e-mail marketing and e-commerce functions. Content curation and strategy. Customer, contractor and vendor relationship maintenance. Stakeholder and executive collaboration.</p>	<p>Account Management</p> <p>Develop and execute clients' marketing plan, coordinating between digital/web, creative, social, PR and media departments. Analyze and respond to on-going research and marketing data. Develop marketing and advertising campaigns that include digital, social, tv, radio, outdoor, newspaper, direct mail, and events.</p>
<p>Creative Direction</p> <p>Generating ideas, casting vision, facilitating energy and collaborating with teams. Website development, video production, graphic design, campaign design, marketing strategy and tactical application. Brand creation and preservation.</p>	<p>Project Management</p> <p>Managing projects for graphics, web, video, audio and photography. Various project management software including ActiveCollab, Basecamp, Asana WorkZone and others.</p>
<p>Team Leadership</p> <p>Great at building team unity around a vision. Personal character development, position focus reviews, and career guidance. Excellent in generating energy and collaboration with small to large teams. Sincere in caring for team members and helping them to succeed.</p>	<p>Graphic Design</p> <p>Able to conceptualize and design for print, web, mobile and other media. Brand identity creation and original vector art. Adobe Creative Suite - Illustrator, Photoshop, InDesign and Premiere (Mac and PC). See work samples at: paulrsmith.net</p>

PROFESSIONAL EXPERIENCE



EDUCATION

Bachelors of Business Administration:
Marketing and advertising emphasis-
New Mexico State University

STEPS Desktop Publishing Certification:
Adobe Creative Suite: Indiana University-
Purdue University Indianapolis