

Greg Smith

Creative Savant



Work

2013-Present

Chief Creative Guy

RE:DESIGN-Visual Communications Agency
Lead the creative direction of customer accounts serving as primary client contact, art director, and graphic designer. Includes providing innovative concepts, photo art direction, and preliminary sketches.

Skills: Art Direction, Creative Direction, Graphic Design, Web Development, Proposal Design

2009-2013

Director, Communications

Point of Purchase Advertising International
Strategic and heavy emphasis on global brand management. This role was responsible for managing all internal and external communication plans and activities; overseeing environmental design and presence for tradeshow; and building external relationships with the organization's constituencies, including clients and the media.

Skills: Art Direction, Creative Direction, Brand Management, Global Relations, Public Relations, Presentations, Environmental Design

2008-2009

Manager, Website & Publications

National Small Business Association
Website development and maintenance for the association and its two subsidiary foundations along with targeted lobbying campaigns aimed at federal level political figures. Develop the editorial calendar and production for the bi-monthly magazine; Develop multimedia content to be shared digitally and across social media.

Skills: Editorial Management, Art Direction, Creative Direction, Web Design & Development

2006-2008

Director, Marketing & Membership

American Public Gas Association
Develop and implement marketing plans to acquire, convert, engage and retain membership. Oversee coordination of communication to members and non-members via numerous channels of delivery (emails, direct mail, website, sales letters, event and production promotions). Strategize and implement member and non-member purchase funnels via marketing automation tools.

Skills: Marketing Strategy, Direct Mail, Creative Direction

2005-2006

Marketing Associate

Corporate Executive Board
Developed telephone, email, fax, and mail campaigns to communicate with C-Level Executives among Fortune 100 companies responsible for advertising, marketing, and communication function. Developed market and customer segmentation in assigned geographical territory.

Skills: Marketing Strategy, Customer Segmentation, Direct Mail

Skills

Software

Adobe Illustrator	●●●●●
Adobe Photoshop	●●●●●
Adobe InDesign	●●●●●
Adobe After Effects	●●●●●
Final Cut Pro	●●●●●
PowerPoint	●●●●●
Keynote	●●●●●

Languages

HTML	●●●●●
CSS	●●●●●
PHP	●●●●●
Javascript	●●●●●

Business

Concept Development	●●●●●
Design Management	●●●●●
Presentations	●●●●●
Proposal Design	●●●●●

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Education

2012

CERTIFICATE, MOTION GRAPHIC DESIGN

Digital Bootcamp // Chicago, IL
Explore the fundamental principles of motion graphics, which blend art and technology to create dynamic visuals for the screen. Through the curriculum, become familiar with the processes of creating effective titles and sequences for broadcast graphics, film titles, or commercials. Master industry-standard, image-manipulation software, including After Effects and Final Cut Pro.

2005-2007

MA, PUBLIC COMMUNICATION

American University // Washington, DC
Coursework included Digital Imaging, Social Marketing, Web Development, Web Studio, Visual Strategies in Public Relations, Advanced Visual Media, Publication Design, Principles of Strategic Communication
Graduated Summa Cum Laude

2001-2005

BA, POLITICAL SCIENCE

Westminster College // New Wilmington, PA
Coursework included Political Communication, The Politics of Rock and Roll, Research Design and Analysis in Political Science, Campaigns and Elections, Political Psychology, Communication Ethics, Mass Communication
Graduated Cum Laude

What Others Are Saying



PEGGY ARCHAMBULT

Art Director // National Geographic
Greg was one of my students at American University. The quality of his work was consistently at a high level. His willingness to push the boundaries on projects always lead to creative and interesting solutions to design challenges. He is a natural leader and a very hard worker. I can highly recommend Greg without reservation.



MOLLY BROGAN-DAY

VP, Public Affairs // National Small Business Association
Greg has taken our publications and Web site to the next level. He has been able to infuse a level of creativity in our products that appeals to a broad spectrum of our members. Greg is a delight to work with--he is professional, hard working and dependable. He has excellent project management skills and brings with him a high level of expertise in Web and print design, marketing and writing.



KRISTIN GOMEZ

VP, Marketing & Communications // ACG
Greg is fantastic at managing and executing projects that are innovative and specifically catered to the needs of an organization. He did wonders for us and his opinion and expertise were greatly valued by the staff and our members.

References

Kristin Gomez

VP, Marketing & Communications

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