

SUMMARY

A tactical marketing professional driven to challenge individuals and teams to execute and deliver the best products. An organized, positive and technically savvy facilitator who focuses on strong analytical and creative problem solving to get the job done and exceed client expectations.

EDUCATION

MFA Graphic Design 2011
Marywood University, Scranton, PA

BFA Graphic Design 2008
Marywood University, Scranton, PA

AAS Graphic Design 2006
Lehigh Carbon Community College,
Schnecksville. PA

AAS 3D Design & Animation 2006
Lehigh Carbon Community College,
Schnecksville. PA

Web Designer Certification 2016
County College of Morris, Randolph, NJ
Skills update for HTML5, CSS3, JavaScript, jQuery, Dreamweaver, Photoshop, and Flash


Facilitator Certification 1998
New Jersey Department of Education, Morris Township, NJ
Mediator training designed to achieve open communication and conflict resolution between adversarial parties.

SKILLS

Project Management 

Design 

Copywriting 

Marketing 

Content Management 

Research 

Art Direction 

EXPERIENCE

Andrea Smith Design LLC 2004 - Present
Marketing • Design • Illustration • Animation • UX Design • Project Management • Copy Editing
Over 10 years experience and expertise in managing design, production and marketing of products in print and digital media from concept to delivery. Clients include: [Reverse Mortgage Funding](#), [Citigroup](#), [Salem Real Estate Management](#), [Baron Personnel](#), [Marywood University](#), [AniGlyphics Media](#).

Digital Marketing Manager : Art Director and Lead Designer 2012 - 2016
[Andra Group](#), Califon, NJ
Reaching a monthly average of 1M customers and generating over \$50M annually by incorporating graphic design with project management to produce retail marketing promotions across 2 nationally recognized websites.

- Oversaw all print and web design projects. Wrote marketing copy as required.
- Produced 4+ full marketing campaigns per week, including website, email, mobile, and social media modules.
- Increased email signup 23%, grew transaction average 28%, and decreased bounce rate 81% from 2013 to 2015.
- Developed new production processes, style sheets and templates as marketing demands tripled in 3 years.
- Adapted style guidelines to monthly shifts in branding. Mentored marketing and design staff.

EXPERIENCE

Ceramic Studio Technician / Teaching Assistant 2006 - 2008

Art Department, Marywood University, Scranton, PA

- Educated students on wheel, modeling, hand-build, and glazing techniques.
- Maintained studio equipment, supervised kiln firings and forge castings.
- Fabricated clays, glazes, molds, wire frames, and gallery displays as required by the department.

Designer / Marketing Project Manager 2005

AniGlyphics Media, Allentown, PA

Provided design and project management expertise for a young company's growing needs in a short term assignment.

- Retargeted marketing efforts to garner more clients, resulting a 12% increase.
- Overhauled production and client tracking systems to maximize workflow.
- Produced educational Flash animations for client websites.

Digital Design Studio Technician / Teaching Assistant 2004 - 2006

Computer Science Department, Lehigh Carbon Community College Schnecksville, PA

- Tutored students in audio, video, animation, and design software packages
- Maintained studio network and digital a/v equipment.

Software taught: Maya, 3DS Max, Flash, Dreamweaver, AfterEffects, Combustion, Photoshop, Illustrator, InDesign, HTML and CSS

Media Project Manager 2000 - 2002

Invision Media Communications, East Orange, NJ

Produced marketing and educational products in print, web, video, and interactive kiosks, with budgets ranging from \$75K to \$2M. Clients included: Ricoh-USA, SurePay, Savin, Berlex, Novartis, Hudson United Bank, Schlumberger, and Ortho.

- Managed a creative team of 8 over simultaneous projects while remaining attentive to client relationships.
- Defined and maintained accurate project scopes, requirements, and deliverables.
- Hired and directed outsource specialists as project requirements dictated.

Technical Project Coordinator 1999 - 2000

Ledford-Knauf Associates (on behalf of Citigroup), New York, NY

Coordinated the international software development teams for CitiDirect global internet banking system.

- Synchronized an international team of over 80 software, finance, and security specialists.
- Managed outsource testing and accurately maintained project metrics within budget and scope.

APPLICATIONS: PC or MAC

Design: Photoshop, Illustrator, InDesign, Flash, Dreamweaver, HTML5, Acrobat, PowerPoint

Business: Outlook, Word, Access, Excel, Visio, MS Project, Monetate, Google Analytics

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