

VICTORIA SMITH

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Portfolio: www.versatile-designs.com/Portfolio.html

QUALIFICATIONS:

Highly creative and multitalented **Graphic and Web Designer** with extensive experience in multimedia, marketing and print design. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining "win-win" partnerships through well-developed written and verbal communications. Passionate and goal oriented creator of marketing strategies and campaigns accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements and minimum revisions.

PRINT

10 years experience

- Brochures & Newsletters
- Logos & Business Cards
- Posters & Postcards
- Large Format Printing
- Presentation Folders
- Press Kits

MARKETING & PUBLIC RELATIONS

5 years experience

- Press Releases
- Investor Relations through Sponsorship Developments
- Distribution of Communications
- Advertising Placement
- Radio & Television Advertising
- Community Relations
- AP Style Writing
- Digital SLR Photography

WEB DESIGN & DEVELOPMENT

4 years experience

- HTML, XHTML coding
- PHP, Mysql and XML
- Flash & Dreamweaver
- Web Banner Development
- Social Networking
- Search Engine Optimization
- CMS & Database Management

PROFESSIONAL EXPERIENCE:

Versatile Designs: San Angelo, Texas

April 2008-June 2010

Owner - Art Director & Designer - Customer Service

Successfully managed and coordinated graphic and web design projects from concept through completion. Collaborate with clients to create a vision, cohesive designs and develop a strategy to release the message to consumers.

Key Achievements:

- Created a cohesive print campaign for the San Angelo Colts Baseball team for both 2009 and 2010 seasons.
- Redeveloped online presence of the San Angelo Stampede Express in 2010. www.sanangelostampede.com
- Maintained strategic marketing for Hubert Resource Marketing with email marketing and specialty links via company website increased sales by 10% in just four months. www.hubertpromotions.com
- Over 60 articles published in Texas Fight News from 2009-2010 as well as one with Natural Life magazine in 2009.

Angelo State University Ram Page Student Newspaper: San Angelo, Texas

August 2008-April 2009

Advertising Manager - Ad Designer

Successfully managed, designed and coordinated advertising placement for local, national and regional advertisers.

Key Achievements:

- Successfully built news regular contracts with small businesses selling to the college community collecting approximately \$10,000 over 1 year
- Awarded 1st place in Ad Design in 2009 from the Texas Intercollegiate Press Association for an ad series for the ASU Ram Radio.

All About Signs & Graphics: San Angelo, Texas

April 2005-March 2008

Graphic Design - Inside Sales Representative

Oversee daily printing jobs via large-format-full-color digital printer. Jobs include vehicle graphics, banners, posters, floor decals and sign faces.

Key Achievements:

- Increased inside sales by 15% each year as key goal for the company's growth.
- Successfully learned everything about large format printing to develop new sign strategies.

San Angelo Saints Hockey Team: San Angelo, Texas

October 2004-April 2005

Marketing Assistant

Assisted with press releases, graphic design, radio scripts, radio and television traffic and community relations while selling season ticket packages.

Alpha Beta Gamma Chi Epsilon Chapter Memphis, Tennessee

April 2002-April 2004

Served at chapter president for two terms building my leadership and community relations skills.

Key Achievements:

- Eva Bobrow Medallion of Excellence 2003
- Cerone Award 2004 for exceptional work rejuvenating a chapter through membership, fundraising and community service and Elected National Student Officer 2004
- Responsible for guided chapter to the highest fundraising dollars in chapter recent history

Fast Signs, Inc.: Memphis, Tennessee

October 2000-July 2004

Graphic Designer - Production Coordinator

Designed vinyl based sign designs for banners, yard signs, and multiple special projects.

Key Achievements:

- Successfully developed staff and project coordination which is still in place today.
- Helped achieve monthly sales goals by producing jobs on time with few redo.

EDUCATIONAL BACKGROUND:

Small Business Development Center Classes: San Angelo, Texas

January 2008-January 2009

- Key courses; starting a small business, tax requirements for small business, marketing 101, writing a business plan, doing business with the government
- Successfully opened small business in 2008 while fulfilling additional skills through the center

Angelo State University - San Angelo, Texas

August 2004 - May 2009

- Bachelor of Arts in Journalism with focus in Public Relations
- Attended part time 1-2 classes per semester earning 40 + credits toward degree
- Withdrew in May 2009 to focus full time on growing small business, plan to finish in future

Southwest Tennessee Community College – Memphis, TN

August 1998 - December 2003

- Associates of Applied Science in Graphic Arts Technology - Graduated Dec. 2003 with honors
- September 2001 was inducted into Alpha Beta Gamma, Chi Epsilon Chapter
- Graduated with Cum Laude Honors with a 3.4 GPA

Houston High School – Germantown, TN

- 1998 high school graduate
- 1997-1998 member of DECA winning regional competition for entrepreneurship in 1998

TECHNICAL PROFICIENCY:

Platforms:

Mac OS, Windows Vista/XP/2000/98

Applications:

Adobe Photoshop, Illustrator, InDesign; Macromedia Flash and Dreamweaver (CS2, CS3, and CS4); QuarkXPress, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook and Publisher), Corel Suite

REFERENCES UPON REQUEST