

ROBERT SMITH

Jr. Art Director

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SUMMARY

Digital marketing professional currently seeking full-time or freelance opportunities. Passionate about creating innovative brand identities, while simultaneously conceptualizing and creating intuitive, engaging, and brand-consistent digital experiences for interactive products and features across categories and platforms.

SKILLS

Spanish Fluency, Microsoft Word & Excel, Facebook Ads,.

WORK EXPERIENCE

Jr. Art Director

ABC Corporation - January 2015 – May 2016

- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Review and approve art materials, copy materials, and proofs of printed copy developed by staff members.
- Manage own accounts and projects, working within budget and scheduling requirements.
- Confer with creative, art, copywriting, or production department heads to discuss client requirements and presentation concepts and to coordinate creative activities.
- Present final layouts to clients for approval.
- Confer with clients to determine objectives, budget, background information, and presentation approaches, styles, and techniques.

Art Director

ABC Corporation - 2014 – 2015

- I managed the online design team working on tight deadlines to deliver email campaigns, online interactive catalogs, social network assets, sweepstakes and promotional items for this retail giant
- I worked closely with merchant teams, copywriters, marketing managers and photographers from ideation to fully produced products to an audience of 7 million+ customers
- Worked with front-end developers and product managers to redesign CPWM site from a user-centered perspective
- Updated the product page and checkout process beginning with initial sketches, through wireframes, user research and A/B testing
- Developed email templates based on user research and A/B testing for easily updatable email campaigns that enabled designers to quickly construct and send segmented messaging to a large database

- Created a mobile application working directly with social media teams and programmers to highlight new seasonal products
- Designed the site flow and all visual elements.

SCHOLASTICS

- Bachelor's Business Administrator in Business - August 2012(Tecnologico de Monterrey - Monterrey, PR)