

Alex Smith

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About Me

I am a passionate digital content designer with over seven years' experience in creating a wide range of compelling digital assets.

I take pride in my editorial, brand management, design, and collaboration skills

Areas of Proficiency

- Adobe Creative Suite
- Copy writing
- Graphic Design
- HTML & CSS
- Photography
- UX/UI Design
- Brand Management



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EXPERIENCE

Digital Content Supervisor

UPS Capital
2018 - Present

Increased traffic to upscapital.com by

- Maintaining social media channels, strategy, content, and assets
- Preparing an editorial calendar and creating needed content
 - case studies, blog posts, website copy, emails, and videos
- Execute content marketing strategy across the entire buyer's journey

Content Specialist

UPS Capital
2014 - 2018

Improved employee engagement scores by

- Writing internal communications - memos, updates, blog posts, etc
- Publishing and distributing content to relevant users
 - Content included written posts, videos, photos, and graphics
- Regularly auditing content to ensure material is current

Freelance Multimedia Journalist

WSAV-TV
2013 - 2014

- Write copy for nightly broadcasts
- Script, film, and edit video for news segments

EDUCATION

B.A in Multimedia Communications

Georgia Southern University, Statesboro, GA
2009-2013

CERTIFICATIONS

Google Analytics

Online Certification
Google
2017

UI/UX

6 month bootcamp
Georgia Tech
2020-2021

Adobe After Effects

5 day bootcamp
Ledet Training
2018