




# ali smith

Digital Producer, Front-End Designer & Developer

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## WORK EXPERIENCE

**2015 - now** → **Chief Content Manager** → **Foodie Tout**  
Auburn, CA

Design, build and manage WordPress websites and their accompanying content (graphics and copywriting)—as well as create and manage the accompanying social media channels—for the Foodie Tout suite of companies and clients.

*Samples: foodiemedia.com, tastetoutshout.com, foodiedaily.com, purveyorskitchen.com, larry-sheavenly.com, unitedbakery.com*

**2014 - 2015** → **Website Designer & Front-End Developer** → **Freelance**  
Auburn, CA

Designed and developed WordPress websites and content including logos, graphics, branding and copywriting for responsive, SEO-optimized and secure WordPress websites.

*Samples: vmsaonline.com*

**2009 - 2013** → **Video Producer & Creative Director** → **Havas Edge (Integrated Ad Agency)**  
Los Angeles, CA

Specialized in the unique art of folding direct response tactics into traditional branding video campaigns -- a formula that gave clients the biggest bang for their buck.

*Brands: Humane Society of the United States, MaxClarity, eHealthInsurance.com, St. Jude Children's Hospital, LifeLock, DirectBuy, Cash4Gold*

**2002 - 2007** → **Project Manager** → **BMC (Real Estate Investment Firm)**  
New York, NY

Led marketing efforts on residential and commercial properties, my favorite being Stone Castle Vineyard as it required extensive product evaluation.

**2000 - 2002** → **Copywriter** → **Mad Dogs & Englishmen (Ad Agency)**  
New York, NY

Wrote print, radio, online and TV copy for an ad boutique known for its wry sense of humor and poorly behaved dogs.

*Brands: Atkins, Moviefone, Canadian Club Whiskey, Animal Care & Control NYC*

**1998 - 2000** → **Account Manager** → **D'Arcy (Ad Agency)**  
New York, NY

Helped ensure agency output met objectives and strategies and that team kept ahead of client needs. Vigilant attention to detail was the glue that held us together.

*Brands: Sprint, Proctor and Gamble (Vicks, Swiffer, Always)*

## TECHNICAL

HTML5  
CSS3  
JavaScript/jQuery  
WordPress  
Photoshop  
Illustrator  
InDesign  
Premier

## EDUCATION

**Front-End Development**  
Thinkful.com

**Web Design / Multi-Media Art & Design**  
Sierra College

**B.A. English Literature**  
U.C. Santa Barbara





## VOLUNTEER

**Web Maintenance**  
NorCalAussieRescue.com

**Adoptions Volunteer (past)**  
ASPCA

**Bronx Zoo Docent (past)**  
Wildlife Conservation Society

## RECOGNITION

-  LifeLock Freeze Frame: Winner, 2011 ERA Best Short Form, DR Corporate Branding
-  Cash4Gold One Up: Best Ads, 2009 Will You Buy It? Best & Worst Super Bowl Ads, Today
-  Cash4Gold One Up: Rank #2, 2009 Most Memorable Super Bowl Spots, Good Morning America
-  Cash4Gold Gold Rush: Rank #2, 2009 Top 10 Lead-Generating Spots, Jordan Whitney's Program Rankings