



ali smith

Producer, Copywriter, Front-End Developer & Designer

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WORK EXPERIENCE

2014 - 2015

Freelance Producer

Various

Shepherd videos through the post-production gauntlet. Collaborate with graphic artists, designers, editors, sound engineers, musicians, casting, legal, (you name it), and come out smiling — on time and on budget.

2009 - 2013

Producer &
Assoc. Creative Director

Havas Edge (Integrated Ad Agency)
Los Angeles, CA

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

Brands: Humane Society, 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

Assoc. 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

Responsive Design

Github

Photoshop

Illustrator

InDesign

EDUCATION

Front-End Web Development
Thinkful.com

Web Design / Multi-Media
Art & Design
Sierra College

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

RECOGNITION

👍 LifeLock Freeze Frame: Winner, 2011 ERA Best Short Form, DR Corporate Branding

👍 Cash4Gold Gold Rush: Rank #2, 2009 Top 10 Lead-Generating Spots, Jordan Whitney's Program Rankings