

alipsmith@me.com

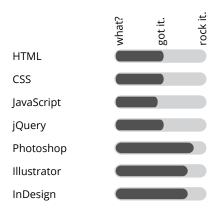
917 549 1744

n linkedin.com/in/alipsmith

alismith.io

github.com/alipsmith

#### **TECHNICAL**



### **CREATIVE**



### **EDUCATION**

**Front-End Web Development** Thinkful.com

Web Design I & II , Illustrator, InDesign, Flash Sierra College

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

## **WORK EXPERIENCE**



Returned to school for Web Design & Front-End Development. I heart school.

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, Life-Lock, 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

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)

# **RECOGNITION**



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

Cash4Gold One Up: Best Ads, Will You Buy It? Best & Worst Super Bowl Ads, Today Show

Cash4Gold One Up: Ranked #2, 2009 Most Memorable Super Bowl Spots in Good Morning America

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