



# ali smith

Junior Front-End Developer & Designer

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## WORK EXPERIENCE

2014 - 2015 → **Freelance Post-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 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