



ali smith

Web Designer & Developer

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WORK EXPERIENCE

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

Create and manage custom WordPress websites and their accompanying content (including graphics and copywriting) as well as social media channels for the Foodie Tout suite of companies and clients.

Sites: foodiemedia.com, tastetoutshout.com, foodiedaily.com, newpk.purveyorskitchen.com (in development), larrysheavenly.com, unitedbakery.com

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

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

Sites: vmsaonline.com

2009 - 2013 → **Producer & 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 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)

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

TECHNICAL

HTML5
CSS3
JavaScript/jQuery
WordPress
Github
Photoshop
Illustrator
InDesign
Premier

EDUCATION

Front-End Web 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