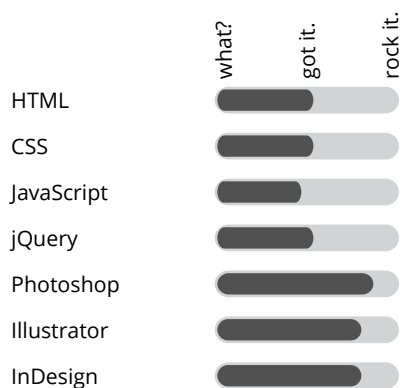


ali smith

Junior Front-End Developer & Designer

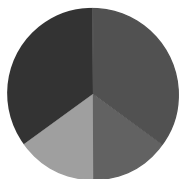
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- ☎ 917 549 1744
- in linkedin.com/in/alipsmith
- 🌐 alismith.io
- 🐙 github.com/alipsmith

TECHNICAL



CREATIVE

- design
- copywriting
- branding
- strategy



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

- 2014 - 2015** → **Student** → **Sierra College / Thinkful.com**
Sacramento, CA
Returned to school for Web Design & Front-End Development. I heart school.
- 2009 - 2013** → **Producer & Assoc. Creative Director** → **Euro RSCG 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)

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