



# RYAN J. SMITH

## MARKETING PROFESSIONAL

### OBJECTIVE

Eager and motivated Marketing and Content professional looking to transition to an elevated role to learn new strategies and apply previous marketing knowledge.

### HARD SKILLS

- Microsoft Office Suite
- Adobe Creative Suite
- Constant Contact
- Buffer
- SAP One
- Word Press
- Photography
- Videography
- Video Production
- Sound Editing
- Script Writing
- Social Media management
- CRM management
- Share Point management
- Youtube Analytics

### SOFT SKILLS

- Active listener
- Problem solver
- Time management
- Communication skills
- Customer service knowledge

### VOLUNTEER EXPERIENCE

- Volunteer Tutor at Living Works After School Program 2015
- St. Dennis Youth Group Leader from Spring 2008 - 2011

### EXPERIENCE

#### GRAPHIC SPECIALIST • TAWI • AUGUST 2023 – JULY 2024

- Responsible for creating visually compelling content across multiple platforms on a global scale
- Involved in graphic design tasks such as developing marketing materials, infographics, and social media visuals using Photoshop and other visual software
- Produced photography and videography projects, ensuring high-quality imagery and video content to enhance brand presence and campaign including creating scripts and shot lists, operating camera equipment, lighting, and audio
- Collaborated with the marketing team to develop engaging content that aligns with the company's overall strategy and objectives

#### MARKETING CORDINATOR • TAWI USA • MAY 2022 – AUGUST 2023

- Responsible for planning and executing trade show events, including coordinating logistics, booth design, and promotional materials
- Managed photography and videography projects, capturing high-quality visual content to support marketing campaigns and brand storytelling
- Collaborated with cross-functional teams to ensure cohesive messaging and optimize the impact of marketing efforts across various channels

#### SOCIAL MEDIA SPECIALIST • ONLINEEEI • APRIL 2018 – FEBURARY 2022

- Developed and owned OnlineEEI's social media strategy and content across all social channels
- Created both motion and digital media graphics for social media, email blasts, and the website using Adobe Creative Suite
- Collaborated with leadership to improve on creative content and strategy approach.
- Executed content campaigns across various platforms to convert potential leads into customers
- Performed interim office manager responsibilities including accounts payable, accounts receivable, utilizing SAP One and Excel
- Facilitated sales orders in SAP One for accounting and inventory management

#### 3D ANIMATOR/GRAPHIC DESINGER • TRANSMART INC. • SEPTEMBER 2016 – APRIL 2018

- Animated a 3D representation of a section of I-90 with Intelligent Transportation Systems in 3D Studio Max
- Edited and created the video and images using AfterEffects, Premiere Pro, Illustrator, and Photoshop
- Created and textured 3D assets using 3D Studio Max with both original and outsourced designs
- Communicated with render farms to generate mass rendered images to quickly meet deadlines
- Facilitated full development website for the ITS website and maintained the company website

### EDUCATION

BACHELOR OF SCIENCE • ANIMATION • DEPAUL UNIVERSITY

ASSOCIATES IN APPLIED SCIENCE • ANIMATION/GAME DESIGN • JOLIET JUNIOR COLLEGE



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