



# RYAN J. SMITH

## MARKETING SPECIALIST

### OBJECTIVE

Passionate and creative B2B marketer with 8 years of experience. Possesses advanced skills in Adobe Creative Suite, including InDesign, Illustrator, and Photoshop. Seeking the position of Marketing Specialist to assist in developing creative campaigns and bring my industry knowledge to a dynamic marketing team.

### HARD SKILLS

- Microsoft Office Suite
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Adobe Lightroom
- Adobe Audition
- Constant Contact
- HubSpot
- Buffer
- Wrike
- SAP One
- Word Press
- Ship Station

### SOFT SKILLS

- Active listener
- Analytical person
- Time management
- Communication skills
- Customer service knowledge

### EXPERIENCE

#### GRAPHIC DESIGNER FREELANCE • SELF EMPLOYED • JULY 2024 – PRESENT

- Design and execute graphics and visual campaigns to enhance brand presence for multiple platforms such as Google Ads, landing pages, LinkedIn, etc
- Create engaging digital assets, including motion graphics, promotional videos, and infographics, to increase brand recognition
- Utilize DSLR photography and video editing skills with the Adobe Suite to produce high-quality visual content for social media and product marketing

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

- Illustrated visually compelling content across multiple platforms on a global scale to increase brand awareness across international markets
- Assembled marketing materials, infographics, and social media visuals to show ROI's to potential customers and enhance brand storytelling for a new product campaign
- Produced and edited high-quality photography and videography content, including scripting, shot lists, lighting, and audio setup, for rebranding campaigns to reintroduce a core product
- Collaborated with the marketing team to align designs with company goals and branding guidelines to ensure consistent and cohesive brand experience

#### MARKETING COORDINATOR • TAWI USA • FEBRUARY 2022 – AUGUST 2023

- Organized trade show participation by managing logistics, assembling the booth, and participating to generate new leads and drive existing customer engagement
- Managed photography and videography projects and improved content compliance to ensure cohesive branding
- Worked closely with cross-functional teams to create marketing visuals for print, digital, and social media platforms to increase reach and provide new brand elements
- Operated WordPress website by adding new copywriting and content to recycle old branding and improve quality of visuals

#### SOCIAL MEDIA & GRAPHIC DESIGN SPECIALIST • ONLINEEEEI • APRIL 2018 – FEBRUARY 2022

- Established all new social media marketing strategies to increase reach and views by 15%
- Constructed digital and motion graphics to support marketing efforts and product promotions, which created a new library of content for brand recognition
- Developed brand guidelines and maintained visual consistency across platforms to enhance brand awareness and create a positive experience
- Improved email marketing campaigns with new designs and content to increase sales opportunities

### EDUCATION

BACHELOR OF SCIENCE • ANIMATION • DEPAUL UNIVERSITY

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



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