



RYAN J. SMITH

MARKETING SPECIALIST

OBJECTIVE

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

HARD SKILLS

- Microsoft Office Suite
- Adobe Creative Suite
- Constant Contact
- HubSpot
- Buffer
- Wrike
- SAP One
- Word Press
- Ship Station
- Photography
- Videography
- Video Production
- Sound Editing
- Copywriting
- Social Media management
- CRM management
- Share Point management
- Social Media Analytics

SOFT SKILLS

- Active listener
- Analytical person
- 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 DESIGNER FREELANCE • SELF EMPLOYED • JULY 2024 – PRESENT

- Design and execute graphics and visual campaigns to enhance brand presence for multiple platforms
- Create engaging digital assets, including motion graphics, promotional videos, and infographics
- Utilize DSLR photography and video editing skills to produce high-quality visual content
- Create content for PPC campaigns, Google Ads, and other paid digital marketing channels to support the digital marketing teams

GRAPHIC SPECIALIST • TAWI • AUGUST 2023 – JULY 2024

- Created visually compelling content across multiple platforms on a global scale
- Designed marketing materials, infographics, and social media visuals to support brand storytelling
- Produced and edited high-quality photography and videography content, including scripting, shot lists, lighting, and audio setup
- Collaborated with the marketing team to align designs with company goals and branding guidelines

MARKETING COORDINATOR • TAWI USA • FEBURARY 2022 – AUGUST 2023

- Designed trade show booth materials, promotional content, and branding elements
- Managed photography and videography projects, ensuring cohesive branding across all channels
- Worked closely with cross-functional teams to create marketing visuals for print, digital, and social media platforms
- Managed WordPress website with new copywriting and content

SOCIAL MEDIA & GRAPHIC DESIGN SPECIALIST • ONLINEEEE • APRIL 2018 – FEBURARY 2022

- Created and managed all visual content for social media, email campaigns, and website.
- Designed digital and motion graphics to support marketing efforts and product promotions
- Developed brand guidelines and maintained visual consistency across platforms.
- Assisted in additional creative tasks, including sales collateral design and product photography
- 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

EDUCATION

BACHELOR OF SCIENCE • ANIMATION • DEPAUL UNIVERSITY

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



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