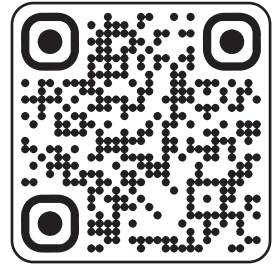




# Angel F. Smith

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portfolio: angelsmith.cv  
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## ABOUT

Design professional with more than twenty years experience in print marketing, brand identity, photography and digital /multi-media design. Highly creative while goal seeking, remaining focused on results, deadline and budget. Excellent, consummate communicator proficient in translating and implementing client vision into effective solutions. Innovative marketing strategist and campaign creator.

### APPLICATIONS

- ◆ Adobe Illustrator
- ◆ Adobe Photoshop
- ◆ Adobe InDesign
- ◆ Quark Xpress
- ◆ Canva
- ◆ Microsoft Office 365
- ◆ Google Drive

### WEB & SOCIAL

- ◆ SHOPIFY
  - eCommerce sites
- ◆ ETSY
  - Marketplace shops
- ◆ META (FB & IG)
  - Posts, Reels
  - Page creation
  - Group creation

### PRINT PROCESSES

- ◆ 4C process  
(web, sheet fed)
- ◆ Outdoor | Banners
- ◆ Grayscale | Newsprint
- ◆ Screen Printing
- ◆ Embroidery
- ◆ Foil Stamping
- ◆ Embossing

## EXPERIENCE

**09/1998 - Present**  
FREELANCE GRAPHIC ARTIST

Motivated self-starter with a proven track record of problem solving and client satisfaction. Accountable from inception to fulfillment, including original concept development, art direction, and procurement solutions. Full spectrum of clients served, from individuals to corporations.

## ACHIEVEMENTS

### ***30+ political candidate campaigns***

LOCAL, STATE AND FEDERAL CANDIDATES  
*art direction | creative development*  
*branding | signs* (yard signs, banners, billboards, posters +)  
*print collateral* (post and push cards, rack cards, ads, fliers +)  
*web design and maintenance | email marketing*

### ***retail marketing for Australian Catalogue Co.***

AUSTRALIAN GOODS IMPORTER AND RETAILER  
*print catalog concept and design for 2+ issues annually*  
*creative development | product photography*  
*logo redesign | brand compliance*  
*eCommerce web design and maintenance | email marketing*

### ***national teacher recruitment initiative***

NASDE FEDERALLY FUNDED "BECOME 1" CAMPAIGN  
*art direction | creative development*  
*print collateral | training materials*  
(post and push cards, rack cards, ads, fliers +)  
*signs* (banners, posters, event signage +)  
*web design and maintenance*