

MICHAEL SMITH

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DESIGNER | DIRECTOR | MARKETER

"Good marketing should stick with you. It should inspire, motivate, and leave the viewer with a feeling."

- ▶ Contagiously optimistic with the ideal blend of creativity, analytical insights, and business acumen to consistently deliver growth and value to diverse client base
- ▶ Engaging and competitive marketer with a natural affinity and passion for delivering best-in-class results, solving complex challenges, and developing the leaders of tomorrow

CAREER SNAPSHOT

- ▶ 17 Years in Graphic Design
- ▶ Resurrected 6 Stagnate Brands
- ▶ Launched First e-Commerce Platform
- ▶ Associate of Graphic Design – Ranked #1 in Class
- ▶ Coach and Mentor who Helps Others Thrive
- ▶ Created Foundational Infrastructure to Support Scalability

PROFESSIONAL EXPERIENCE

RPUI – Cincinnati, OH | 2016 – 2023

Marketing Manager

SNAPSHOT: Hired by this automotive parts retailer with 6 brands to lead all facets of marketing, including ideation, creative direction, strategic planning, technical writing, content creation, email marketing campaigns, social media, sales enablement, website design, copywriting, SEO, logos, brand alignment, messaging, and customer engagement.

- ▶ Resurrected 6 stagnate brands after 10-year absence of marketing, including revamped websites, marketing materials, catalogs, and brand alignment
- ▶ Influenced executive leadership capturing buy-in to invest in marketing to push brands forward, including overhauling 5 websites and creating improved user experience, increased revenue nearly 20%
- ▶ Launched first direct-to-consumer e-commerce platform, including strategic planning, website design, copywriting, and SEO which generated over \$1M in new revenue in Y1
- ▶ Created foundational infrastructure to support marketing efforts, including authoring first-of-its-kind brand guides and pinpointing brand archetypes
- ▶ Trained, coached, and mentored junior marketers on essential job functions earning reputation as knowledge, dependable, and jovial leader who thrives on helping others succeed

Fastsigns – Cincinnati, OH | 2014 – 2016

Graphic Designer

SNAPSHOT: Joined this locally-owned franchisee that provides signage, graphics, and visual communications to clients. Primary functions included creation of signs, banners, billboards, flyers, print materials, and motion graphics, customer service, managing social media accounts, and process optimization.

- ▶ Elevated design services adding more strategic and branded approach to enhance appeal to small and medium-sized businesses
- ▶ Optimized end-to-end design process creating tools, files, templates, and systems to simplify and streamline operations
- ▶ Assisted other franchise locations, when requested, providing advanced insights on creative design process, strategy, and branding

F&M Mafco – Harrison, OH | 2012 – 2014

Web/Graphic Designer

SNAPSHOT: Hired by this construction equipment rental and supply company to lead creative process to modernize and develop marketing, advertising, and branding materials, including websites, catalogs, and marketing collateral.

- ▶ Salvaged struggling website overhaul project upon hire, creating alignment with corporate branding initiatives and boosting overall user experience
- ▶ Overcame reluctant-to-change senior leadership through active listening and effectively communicating bottom-line business value
- ▶ Modernized antiquated marketing materials and systems, including logos, sales, and promotional materials, and online catalogs

ADDITIONAL EXPERIENCES:

Marketing Architect, Ross Group Inc., 2007 – 2012

Graphic Designer, Frame USA, 2006 – 2007

Freelancer, 2006 – Present

Clients Include: Procter & Gamble, AAA, Welchs, Bodycote, Rumpke, UPS, Wildberry, PrimeTek, Memberzplus

EDUCATION

The Art Institute of Cincinnati – Cincinnati, OH

Associate of Graphic Design

Ranked #1 in Class (of 60)

American Graphics Institute – Woburn, MA

- ▶ HTML
- ▶ HTML5
- ▶ Web Design

EXECUTIVE STRENGTHS

Strategic Planning and Execution
Human Capital Development
Search Engine Optimization
Team Building

Branding and Messaging
Creative Direction
Digital Advertising
Website Design

Content Creation
Social Media
Copywriting
Concepting

Software Skills: Illustrator, Photoshop, InDesign, HTML/CSS, WordPress

LEADERSHIP ASSESSMENT

Prepared at a moment's notice to speak at length on almost any topic. Highly values verbal communication skills. Enthusiasm and openness to alternatives allows for ability to influence others. Tends to seek freedom from routine, control, and minutiae while preferring a change-oriented environment and empowerment to make own decisions. Appreciates flexibility and spontaneity in others while making friends easily. Creativity comes alive when given the freedom to perform a task in imaginative ways.