

## GRAPHIC ARTIST

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Committed to producing high-quality layouts and designs, proven while working with leading national publications including *News Journal Publication*, *News Publication*, and *Advertising Campaign Company*.

∞

Recognized for exceeding performance goals, honored as the “Employee of the Year” (*Advertising Campaign Company*), and receiving numerous “Commitment to Excellence” and “Right Stuff” awards (*News Publication*).

∞

Known for excellent communication and interpersonal skills, repeatedly requested to personally meet with clients, contributing to increased productivity and organizational effectiveness.

∞

Possess contagious enthusiasm and outgoing personality, and the ability to self-direct in a high-volume, service-centric environment.

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Current technical skills spanning QuarkXPress, Photoshop, InDesign, Illustrator, Freehand, and Acrobat.

## DONNA SMITH

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## PROFESSIONAL EXPERIENCE

NEWS PUBLICATION, Columbus, Ohio (1998-Present)

### Graphic Artist – Creative Services & Marketing Department

- **Manage projects from concept to print**, involving designing and producing newspaper and speculative ads, special sections covers, and high-end magazine-style publications.
- **Expedite workflow by adhering to client and ad specifications**, utilizing thorough understanding of file formats and performing changes and corrections in a timely manner.
- **Play a key role in facilitating client communications**, campaign development, and ad redesign by personally meeting with clients both on- and off-site.
- **Selected to assist Marketing during a time of intense demand**, transitioning to performing design functions for in-house collateral, promotions, and events.
- **Assisted in the complete redesign of *News Publication's* classified section**, requiring extraordinary time and task management skills while balancing daily workflow with this high-profile project.
- **Designed and printed promotions and signage** as a two-year member of *News Publication's* Charity Golf Outing and Ad Clinic Planning Committees.

NEWS JOURNAL PUBLICATION, Dallas, Texas (1996-1998)

### Artist – Advertising Art Department

- **Conceptualized, designed, and produced advertisements** for a top-20 newspaper in addition to special publications such as *Shopping North Dallas* and *Parade* magazine.
- **Prepared Havertys Furniture's 8-page weekly advertisement section**, deploying creativity, workflow coordination skills, and production insight to produce unique layouts and designs.
- **Collaborated with a small and very talented design team**, using skills in managing a heavy workload, optimizing efficiencies, maximizing productivity, and supporting peers.
- **Met or beat strict deadlines**, often producing first-time designs and layouts with limited direction, yet still beating timelines and exceeding client objectives.

NATIONAL COMMERCIAL REAL ESTATE, Columbus, Ohio (1995-1996)

### Artist – Marketing Department

- **Created corporate communications** including a weekly newsletter, show signage, and multimedia presentations, working closely with the VP of Marketing to execute tasks.
- **Handled a variety of administrative support functions**, serving as one of the first members of the marketing team, including updating vital sales performance metrics.

ADVERTISING CAMPAIGN COMPANY, Columbus, Ohio (1991-1995)

### Artist – Advertising Art Department

- **Gained broad experience in the areas of design, production, and workflow management**, playing a key role in the development of 10 direct mail coupon magazines each year.
- **Managed tight production schedules and heavy workloads** involved in creating 24- to 36-page magazines each with an 8- to 16-page 4-color wrap.
- **Supported the production of high-end products** including *Golf Guide*, *Buckeye Magazine*, Minor League baseball cards, and several high school athletic programs.
- **Assisted nationwide franchises in designing and producing publications**, handling projects from start to finish while ensuring the achievement of quality and timeline goals.

Additional experience as a Sales Associate with Retail Chain in Columbus, Ohio and Dallas, Texas.

## EDUCATION

STATE COLLEGE, Columbus, Ohio

**Bachelor of Arts in Visual Art, Minor in Business Advertising** (1993)

~ Orientation Assistant | Pledge Educator