

STACEY L. SMITH

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724.344.0095

PROFESSIONAL PROFILE

- ✓ Experienced graphic designer with front-end web development experience.
- ✓ Solid professional background, hardworking, self-motivated, dependable, organized, detail-oriented, strong interpersonal skills, work well under deadline pressures and possess a solution-oriented mindset.
- ✓ Proficient in Adobe Creative Suite, Microsoft Office Suite and possess a strong aptitude for comprehending new software packages.
- ✓ Experienced working in both PC and Mac platforms.

WORK HISTORY

Graphic Designer & Web Administrator - 11-2013 - Present

BROWSER AUTOMOTIVE, Pleasant Hills PA

- Provide graphic design for a large automotive dealership. Projects include: marketing materials, web content, signage, in-house forms and materials and advertising.
- Develop marketing strategies.
- Write and review copy for marketing projects.
- Create graphics for social media.
- Create graphics and web content compliant with strict standards as set forth by manufacturers.
- Maintain eight independent websites.
- Provide analytics for each website and review SEO strategies.
- Troubleshoot any content/layout issues with each website.
- Manage a significant CRM database that is tied to the dealership's inventory system.
- Coordinate direct mail and email campaigns.
- Create complex spreadsheets using advanced Microsoft Excel skills.
- Work with manufacturer's personnel as well as with a multitude of third-party vendors.
- Assist with resolving customer issues.

Front-End Developer - 06-2012 to 06-2013

PEOPLE CRAVE MEDIA INC., Bethel Park PA

Developed and maintained client websites utilizing HTML, CSS and other coding languages. Optimized images for web as needed. Provided troubleshooting for website issues and performed on-going website maintenance and updates for clients. Assisted in the development and maintenance of custom WordPress sites.

Community Income Development Specialist - 05-2007 to 09-2009

AMERICAN CANCER SOCIETY, Washington PA

Coordinated seven major fundraising events that generated over \$325,000 annually. Designed various marketing materials for those fundraising events. Developed marketing strategies for each event.

EDUCATION

Associate in Specialized Business, Graphic & Web Design - 2012

Douglas Education Center, Monessen PA

Associate Degree, Business Management - 1990

Westmoreland County Community College, Youngwood PA



smithdesignworx.com