

Lynette Marie Smith

Applying Creativity, Design & Organization to a Vision that Produces Results

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Summary

Highly organized & detail oriented graphic designer with broad experience in advertising/design/marketing. Includes concept, design, production, management, agency traffic coordination, workflow processes & social media with excellent work ethic & ability to coordinate multiple functions. Looking for a company that appreciates their employees.

Work History

Graphic Designer Artist 2015 - 2016

[The Meers Agency/Mobile Life Solutions/Mobile Telemedical Inc](#)

Louisville, KY - Mobile App Design, Production, and Publishing

- Design & produce mobile app graphics, marketing materials, telemedicine app dashboard graphics, email template graphics, and multiple multiple format repositories
- Propose and produce demo apps with integrative functions to meet customer needs
- Submitted APK files & graphic files for publishing apps through Google Play & iTunes
- Integrate customer email accounts with mobile app
- Train clients on their branded app platform
- Train and supervise production artist on app production platform
- Web design, population of content, implementation and maintenance

Owner/artist 2003 - Present

[Custom Heirloom Decor & Home Accents](#)

Louisville, KY - Preservation of family memories in new and innovative presentations. Turning family photos into works of art. Family trees, photo collages, digital photo silhouettes, etc. • Marketing • Vendor sourcing • Customer service

School Yearbook Committee Co-chair 2009 - 2015

ST PATRICK CATHOLIC SCHOOL/Lifetouch Yearbooks

Louisville, KY - • Administration • Editor • Creative Director • Art Director

- Managed volunteer staff • Concept yearbook themes
- Spearhead campaigns for photo submissions & coordinate with contributors to provide content
- Implement social media to connect with school community & network to gather relevant content
- Grew school event coverage by almost 50 pages
- Self-starter, OJT to improve the customized product for school families

Desktop Publishing Specialist 2000 - 2002

M. LEE SMITH PUBLISHERS

NASHVILLE, TN - • Design and format advertising and promotional materials

- Format newsletter publications to meet style requirements
- Preflight and preparation for PDF to plate color separations.

Production Manager 1999 - 2000

Skills

Computer



Adobe Creative Suite, Wordpress, Acrobat, Outlook, Powerpoint, MS Office Suite, API integration, Email marketing, 3rd party app production software

Industry



Concept, Design, Production, Production Management, Vendor Relations, Traffic Management, Workflow Processes, Social Media, Press Checks, Customer Relations, Direct Client Presentations, Digital Photo Retouching, collaborate with creative team

Personal



Detail and deadline oriented, self starter, goal oriented, organized, multitasker, collaborative, team player

Portfolio

www.lynettemariesmith.com/portfolio

Related Experience

Art Assistant for Magazine Publisher, Production Assistant for Magazine Publisher, Agency Traffic Manager, Retail Marketing Project Coordinator

Job Accomplishments

- Submitted company Christmas card design chosen over Art Director's design as an entry level Art/Production assistant.
- Created branding for local car dealer. It has lasted 27 yrs & is still relevant today.
- Promoted & maintained two positions while I located replacement.

JANUARY & ASSOCIATES

BRENTWOOD, TN - Owned by Creative Alliance (Now Scoppechio) during this time.

- Estimated job costs • Set and problem solved production timelines • Sourced vendors and maintained relationships • Led weekly status meetings • Issued purchase orders • Compile shipping manifests

- Promoted to and held this position and previous position simultaneously until I hired replacement Traffic/Production Coordinator.

Clients such as Kentucky Fried Chicken, NASCAR-Officially Licensed Products Division, SunTrust Equitable Securities, Nashville Kats, LLC.

Traffic/Production Coordinator

1998 - 1999

JANUARY & ASSOCIATES

- Manage franchisee database and collect POP signage and print campaign orders
- Maintain agency production schedule and timelines, maintain archives, arrange couriers, shipping, and deliveries.

Clients such as Kentucky Fried Chicken, NASCAR-Officially Licensed Products Division, Suntrust Equitable Securities, Nashville Kats, LLC.

Graphic Artist

1997 - 1999

VISUAL FOCUS, INC

NASHVILLE, TN - POP signage, logo and collateral design. Clients such as Fruit of the Loom, Christie Cookie, Bridgestone/Firestone, American General Insurance

Ad Designer/Production Coordinator

1994 - 1996

JOURNAL COMMUNICATIONS, INC

BRENTWOOD, TN -

- Designed and produced ads for chamber of commerce community magazines, travel guides and economic development publications.
- Designed logos/collateral for Business development manager as needed.
- Identified workflow process need
- Proposed solution, developed, and improved file management system for trafficking/workflow as well as "step-by-step" processes for job specific functions

Education

Traffic, Estimating & Production Seminar

SECOND WIND

Introduction to Quality Management (TQM)

BELMONT UNIVERSITY-Nashville, TN

B.F.A Degree in Graphic Design with a Photography minor

[MILWAUKEE INSTITUTE OF ART & DESIGN](#)

Obtained my major and minor degree in 4 years.

Volunteer

Social Media Marketing

Fat Jimmy's Pizza - 2017

- Target Social Media Marketing Needs • Concept Campaign Strategies • Build strategic marketing calendar • manage social media platforms to create engagement • Execute campaigns, including drafting copy, photography or image sourcing and posting • measure and report analytics of each marketing effort

Social Media Marketing

Simpler Time Rolls - 2014

Decore Galore - 2014

- Social media marketing, website management, and marketing/design support. Branding • Content ideas for daily posts and updates • Photograph and create social imagery and designs • Daily scheduling of social posts • Social development work including social site page edits and new program launches

Parish Directory Committee

Catholic Community of St Patrick - Layout/Design of Parish Pictorial Directory - 2013

Coordinate subcommittee to produce content for Parish Pictorial Directory through Lifetouch Inc. Concept and design graphic theme and elements.

St Patrick PTO

2009-Present - Participate in fundraising activities, volunteer at events, planning meetings