

Anja Smith

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OBJECTIVE

To obtain a challenging position which utilizes my skills and passion for web and graphic design, internet marketing, search engine optimization, and social media to aid my employer in achieving and exceeding their brand objectives.

SKILLS

Web: HTML, CSS, JQuery, HTML5, FrontPage, Google Analytics, Video Editing, WordPress, Facebook and Twitter Marketing; the Adobe Creative Master Suite: Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Catalyst, Fireworks, After Effects, Edge; Quark; The Microsoft Office Suite: Word, Excel, Access, PowerPoint

EMPLOYMENT

2009-Present – Anja Designs Mauldin, SC | Freelance Graphic and Web Designer and Web Marketing Consultant

- Create and/or manage brand identities for multiple clients across a wide array of industries including non-profits, government agencies, technology start-ups, e-commerce companies, and hyper-local business models.
- Build, design, and manage multiple websites, utilizing a variety of platforms and software.
- Design and manage online marketing campaigns including search engine optimization and marketing, social media marketing including Facebook, Twitter, LinkedIn, YouTube and Google +.
- Create and coordinate printing of direct mail, brochures, identity collateral, newspaper advertising, billboards, etc.

2010-2011 – Swoozies Greenville, SC | Invitations Artist, Printer and Customer Service Representative

- Create custom invitation designs for all occasions including weddings, birthdays, showers and more.
- Maintain customer contact and provide outstanding customer service.
- Print invitations, note cards, notepads, stickers, magnets, business cards and more.
- Maintain and create in-store signage to reflect current offers and promotions.

2008-2009 - The Daily Times, Maryville, TN | Graphics Editor

- Served as Creative Director and Contributing Editor for bi-monthly home and garden magazine, *No Place Like Home*.
- Analyzed and assess government survey data, disaster location mapping and campaign data and used to produce full-color informational graphics, maps and graphs for daily issues.
- Created interactive maps for story raising awareness of city crime data as a member of Newsroom Marketing Team.

2006-2008 - Vertis Communications, BI-LO Corporation - Mauldin, SC |

Contractor, Print & Graphics Coordinator and Creative Designer

- Managed all areas of newsprint design for four brand print advertising campaigns, serving over 30 markets in five states and up to 150 ad print versions per week.
- Managed photography database containing over 32 terabytes of information.
- Coordinated outside vendor graphics with P&G, American Idol, Anheuser-Busch, Kraft, Pepsi, Coca-Cola and more.

EDUCATION

Furman University – Business Major; Undergraduate Evening Studies, current student
Member of Gamma Theta Chapter of National Honor Society, Alpha Sigma Lambda

Greenville Technical College – Associates Degree in Graphic Design - Advanced Certificate of Arts in Graphic Design