

BRAD SMITH

EXPERIENCE

HIGHLAND PROVISIONS

Social Media Manager | Nov 2020 - PRESENT

- Coordinating with sales, cultivation, and wholesale departments to strategize and produce Instagram feed and story content.
- Managing the Instagram account and all engagement (likes, comments, direct messages, etc).
- Assisting with branding and promotional asset creation for Instagram, such as GIFs, videos, flyers, infographics and story highlights.

RESPECT MY REGION

Content Creator | Feb 2019 - PRESENT

- Working with the marketing team to design promotional assets, such as event/promotional flyers, event page banners, article images, video thumbnails, apparel, website banner ads, and social media content.
- Writing articles covering up-and-coming hip-hop artists.

VITBRAND ENTERTAINMENT

Designer & Media Coordinator | Jun 2018 - PRESENT

- Creating and managing all promotional media for concerts and events.
- Designing flyers, event page banners, apparel, press credentials, and website/social media content.
- Coordinating all the press and media personnel for concerts and events.

PATIENT POWER

Creative Services Associate | Mar 2020 - Nov 2020

- Worked remotely with the creative director and marketing team to produce graphic and video assets for web and social media.
- Strategized and implemented updated graphic styles and art direction across all their branded media assets.
- Created article images, video thumbnails, website banners, infographics, event flyers, and edited long/short-length videos for web and social media.

ALLEN HALL ADVERTISING

Designer | Sep 2019 - Nov 2020

- Collaborated with two different creative teams and clients to design, strategize, and execute two advertising campaigns aimed at diversity and inclusion on the University of Oregon campus (RESET THE CODE) and athletics (BEOREGON).
- Coordinated with project managers, printers, carpenters, and art directors to produce campaign deliverables.
- Designed pitch decks, logos, 3D prototypes, stickers, flyers, posters, social media content, and physical interactive displays.

G5 SEARCH MARKETING

Web Content Specialist Intern | Jun 2014 - Sep 2014

- Assisted web designers and office staff with data entry, photo editing, CMS organization, building of client websites, and communicating with clients for quality assurance purposes.

CONTACT

 BRADSMITH.DESIGN

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 (541) 480-8849

SKILLS

Adobe Creative Suite
Google Suite
Graphic Design
Video Editing
2D Animation
Website Design
WIX
Wordpress
UI/UX Design
Studio Photography/Lighting
Social Media Strategy & Content Creation

EDUCATION

UNIVERSITY OF OREGON

Bachelor of Science in Advertising | 2016 - 2020

AWARDS

LEADERSHIP SCHOLARSHIP

Maurice H. Hunter Leadership Scholarship | 2019

BEST PR MEMBER

Duck TV | 2018

BEST WORK

Createathon | 2020