

Brad Smith

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[My Portfolio](#) • [LinkedIn](#) • Oregon, US

Graphic Designer

Resourceful and creative professional with strong track record creating captivating print designs and media solutions. Expert at managing all branding aspects, ranging from initial concept to final delivery. Ability to interpret client briefs effectively and foster media development in accordance with requirements and budget. Adept at developing impeccable designs for business visuals, website banners, infographics, event flyers, article images, video thumbnails, calendars, flyers, and banners for multiple social media platforms. Proven ability to collaborate with team members and brainstorm aesthetically-pleasing ideas for promotional purposes. Demonstrated history of maximizing consumer engagement and brand image by orchestrating media concerts and events.

Areas of Expertise

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|------------------------------|---------------------------|-------------------------------|
| ◆ Idea Generation | ◆ Digital Marketing | ◆ Client Satisfaction |
| ◆ Artwork Design | ◆ Social Media Management | ◆ Branding & Marketing |
| ◆ Promotional Advertisements | ◆ Banner & Logo Design | ◆ Project Planning & Delivery |

Professional Experience

Respect My Region, Remote (Oregon) Content Creator

Feb 2019 – Present

Produce marketing collateral, including event/ promotional flyers, event page banners, article images, video thumbnails, apparel, website banner ads, and social media content by driving collaborative efforts with marketing team.

- Composed detailed articles on up-and-coming hip-hop artists.

Vitbrand Entertainment, Eugene, Oregon Designer & Media Coordinator

Jun 2018 – Present

Demonstrate excellent program management skills by orchestrating promotional media concerts and events. Design eye-catching and engaging flyers, event page banners, apparel, press credentials, and website/ social media content.

- Invited press and media personnel for concerts and events for wider coverage and promotion.

Highland Provisions, Bend, Oregon Social Media Manager

Nov 2020 – May 2021

Develop Instagram feed and story content by collaborating with sales, cultivation, and wholesale departments. Oversee various activities on Instagram account, including likes, comments, and direct messages.

- Attained up to 1K new followers per month with consistent 30% increase in comments and likes.
- Played key role in branding and promotional asset creation for Instagram, such as flyers, infographics, GIFs, videos, and story highlights.

Patient Power, Remote (Oregon) Creative Services Associate

Mar 2020 – Nov 2020

Created graphic and video assets for web and social media by delivering remote assistance and guidelines to creative director and marketing team. Designed website banners, infographics, event flyers, article images, video thumbnails, and edited long/short-length videos for web and social media.

- Integrated updated graphic styles and art direction into branded media assets.

Allen Hall Advertising, Eugene, Oregon Designer

Sep 2019 – June 2020

Planned and executed two advertising campaigns aimed at diversity and inclusion on the University of Oregon campus (RESET THE CODE) and athletics (BEOREGON) by liaising with two different creative teams and clients. Created flyers, posters, social media content, decks, logos, 3D prototypes, stickers, and physical interactive displays.

- Directed project managers, printers, carpenters, and art directors to produce campaign deliverables in timely and accurate manner.

[Additional Experience as Web Content Specialist Intern at G5 Search Marketing](#)

Education

Bachelor of Science in Advertising (2020)

University of Oregon, Oregon, US