

KATHLEEN SMITH

Creative, hands-on professional with knowledge in visual communications, art direction and project management. Highly competitive and persuasive personality. Hard working and eager to put newly developed skills to use. An extremely fast learner that never quits.



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PORTFOLIO:

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TEMPLE UNIVERSITY
Philadelphia, PA
2014

SCHOOL OF MEDIA AND COMMUNICATIONS
ADVERTISING - BACHELOR OF ARTS

Obtained knowledge of the Advertising and Marketing fields. Advanced in Copywriting and Creative Direction. As well as developed Design techniques. Was awarded the Da Vinci Award for innovative thinking from the Temple Ad Department.

DELAWARE COUNTY COMMUNITY COLLEGE
Downingtown, PA
2011

LIBERAL ARTS ASSOCIATE OF ARTS

Graduated with High Honors. Developed computer skills as well as Business, Marketing, and Advertising knowledge.



SOCIAL MEDIA COORDINATOR
TEMP-TATIONS, LLC
Exton, PA

2015 - PRESENT

- Managed Social Media and Email Campaigns from strategy to design completion. As well as analyzed results for content and selling strategy moving forward.
- Assisted as food and set stylist for photo and video shoots.
- Created a process for collaboratively scheduling and creating social content and customer engagement.
- Organized and wrote product inserts for product packaging.
- Performed website maintenance and upkeep.

GRAPHIC DESIGN INTERN
BRIGHT SOURCE SOLUTIONS
West Chester, PA

2014-PRESENT

- Worked with clients personally.
- Solved technical dilemmas.
- Created flyers, e-learning modules, e-mail templates, logos as well as completed many other small graphic design tasks.

DIGITAL MEDIA COORDINATOR
4WHOLENESS.COM
Downingtown, PA

2014 - 2015

- Promoted in April of 2014 after being hired in January.
- Managed all Social Media Accounts.
- Managed E-mail Newsletters as well as CRM
- Gained experience with HTML and Wordpress.
- Collaborated on design and creation of marketing materials as well as making sales calls.

CUSTOMER SERVICE ASSOCIATE
LOWE'S
Downingtown, PA

2009 - 2014

- Answered numerous phone calls per day, assisted customers, solved problems, and provided information.
- Received promotions from Cashier to Return Desk Associate to Sales Associate in the Paint Department.
- Priced merchandise, stocked shelves, and took inventory of supplies.



SKILLS

Copywriting
Eye for Detail
Project Presentation
Social Media Expert
Campaign Development
Drawing & Painting

Competitive and Strategic Planning
Organized
Team Player
Persuasive
Visual Communication

SOFTWARE

Microsoft Office
Adobe Creative Suite
Digital Media
Wordpress
Mailchimp
Some HTML
Open Cart