

Greg Smith

Creative Director

Work

2013-Present

• Chief Creative Officer

RE:DESIGN-Visual Communications

- Established and led a thriving visual communications firm, developing multifaceted creative solutions for a broad client base, including visual identity systems, user-centric digital experiences, and multimedia content.
- Championed collaborative creative processes, ensuring high alignment with client objectives and delivering consistently high-quality outcomes through effective team and project management.
- Nurtured a culture of excellence and innovation, guiding a team of creatives and contractors, continually raising the bar for compelling and effective visual storytelling.

2009-2013

• Director, Marketing & Communications

Point of Purchase Advertising International

- Pioneered the inception and growth of a key industry publication, "Journal for Shopper Marketing & Retail," cementing the organization's role as a leader in shopper marketing intelligence.
- Directed the deployment of a cohesive global branding strategy, ensuring uniform brand representation across 20+ international entities.
- Initiated and managed an industry bi-weekly newsletter, further solidifying the organization's position as a key industry informant.
- Directed the marketing and promotion of a landmark \$500k research project, conducted decennially, amplifying its reach and impact within the industry.
- Championed global brand management, overseeing tradeshow environmental design and fostering relationships with international stakeholders.

2008-2009

• Manager, Website & Publications

National Small Business Association (2008-2009)

- Steered website development and managed editorial content across various media, aligning with strategic objectives and enhancing stakeholder engagement.
- Spearheaded multimedia campaigns and leveraged digital platforms to maximize reach and influence, particularly in advocacy efforts directed at key political figures.

2006-2008

• Director, Marketing & Membership

American Public Gas Association (2006-2008)

- Executed comprehensive marketing strategies to bolster membership growth, driving engagement through multichannel communication and tailored messaging.
- Implemented marketing automation tools to refine member acquisition and retention processes, increasing efficiency and member value proposition.

2005-2006

• Marketing Associate

Corporate Executive Board (2005-2006)

- Engineered multi-faceted communication campaigns targeting C-Level executives, applying strategic segmentation to effectively personalize outreach.
- Conducted rigorous market analysis to inform targeted strategies, supporting organizational objectives and customer engagement.

Skills

Leadership and Management

Team Leadership
Strategic Planning
Project Management
Budgeting and Financial Acumen
Creative Team Assembly and Development
Cross-Functional Collaboration
Talent Recruitment and Retention

Technical Skills

Proficiency in Adobe Creative Suite
Web Design and Development
(HTML, CSS, JavaScript)
UX/UI Principles
Video Production and Editing
Graphic Design
Motion Graphics Animation
Marketing Automation Tools
Content Management Systems

Creative Skills

Art Direction
Copywriting
Visual Storytelling
Creative Campaign Development
Multimedia Content Creation
Photography and Photo Editing
Typography
Color Theory
Brand Identity Design
Storyboarding

Industry-Specific Knowledge

E-commerce Trends
Shopper Marketing Trends
Social Media Strategies
Consumer Behavior Analysis
Digital Advertising Trends
Influencer Marketing
Performance Analytics
Cultural Sensitivity and Branding

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Education

- 2012

CERTIFICATE, MOTION GRAPHIC DESIGN
Digital Bootcamp // Chicago, IL
Explore the fundamental principles of motion graphics, which blend art and technology to create dynamic visuals for the screen. Through the curriculum, become familiar with the processes of creating effective titles and sequences for broadcast graphics, film titles, or commercials. Master industry-standard, image-manipulation software, including After Effects and Final Cut Pro.
- 2005-2007

MA, PUBLIC COMMUNICATION
American University // Washington, DC
Coursework included Digital Imaging, Social Marketing, Web Development, Web Studio, Visual Strategies in Public Relations, Advanced Visual Media, Publication Design, Principles of Strategic Communication
Graduated Summa Cum Laude
- 2001-2005

BA, POLITICAL SCIENCE
Westminster College // New Wilmington, PA
Coursework included Political Communication, The Politics of Rock and Roll, Research Design and Analysis in Political Science, Campaigns and Elections, Political Psychology, Communication Ethics, Mass Communication
Graduated Cum Laude

References

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