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GRAPHICS | DESIGN | CREATIVE | CORPORATE BRANDING | MARKETING | PRINT | WEB | TELEVISION AND DIGITAL | SOCIAL MEDIA















GRAPHICS • DESIGN • CREATIVE

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BIO

What a handful. Quintessential little boy. Always running with scissors. Likes to draw with BIG crayons. Plays well with others and can be left unsupervised for periods of time (usually).

Life is good when you love what you do for a lliving. Responsible yet wide-eyed. Unafraid of chances and change. Not afraid of mistekes. Willing to say the emporer is naked. Grown, just not up or old.













BRIEF

A results driven, innovative and seasoned "hands-on" Art and Creative Director/Designer, and Copywriter. 18 year successful background in creating compelling advertising campaigns, corporate identity systems, corporate communications, public and press relations and consistent, quality marketing and design solutions (B2B/B2C). Highly skilled in technical and creative strategies, as well as excellent knowledge of print and web production and standards.

BACKGROUND

5 years as Art/Creative Director in graphic design firm. 3 Years agency experience. 7 years head of marketing design communications for Fortune 100. 3 years Art Director, corporate communications for global publishing company. Incorporated since 2001.





































OUR WORK

Experience in doing the undoable. Able to get it done yesterday. Never accept defeat. We're proud of our accomplishments and sure you will like what you see.

Please view our work online at DSSmithCreative.com



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EDUCATION

Northampton Community College AAS Communication Design, GPA 3.94 National Deans List Society (3 consecutive years) Member Phi Theta Kappa, E. A. Fretz Scholarship Award-Outstanding Achievement

Northampton Community College AAS, Computer Graphics, GPA 4.0 National Deans List Society, Member Phi Beta Kappa

AWARDS AND ACCOMPLISHMENTS

2010 Created Mark and Brand for Thalidomide 2012 International 2002 Graphic Design USA: First Place, Pro Bono Ad Campaign 2001 Sammy Awards: First Place, Best Overall Marketing Campaign 2000 Communication Arts: Best Design for Non-Profit Dean S. Smith DSSmith Creative Group

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Please view our work online at DSSmithCreative.com