

Nealie Smith



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About

A visual storyteller and creative problem solver with over eight years of experience working in print and digital marketing for the healthcare, hospitality, and music industries as both an in-house and agency designer.

Skills

InDesign

Illustrator

Photoshop

Presentation Design

Art Direction

Creative Strategy

Branding & Visual Identity

Project Management

Copy writing & Editing

Education

B.A. Visual Communication

Berry College | Rome, GA
Magna Cum Laude, 3.7 GPA

Experience

Art Director & Senior Designer | Revive, July 2021 - Present

Responsible for breakthrough creative ideas across all media channels including advertising campaign concepts, television spots, print collateral, online ads, out of home, and digital. Leading the creative process for cross-departmental teams of designers, copywriters, video producers and account managers on numerous projects in a fast-paced environment. Specializing in strategy-driven brand identity development including logo design, color theory, typography, visual identity, and brand guidelines.

Graphic Designer, Contract | HCA Healthcare, Dec. 2020 - July 2021

Working on a core team challenged with transforming the statewide brand of all Florida hospitals, practices, and care facilities. Our team led creative development for the initiative, implementing new brand guidelines and producing hundreds of patient-facing materials for use by the nearly 77,000 HCA Healthcare colleagues across Florida.

Graphic Designer | Bridge Connector, July 2020 - Dec. 2020

Developing a range of materials including digital ads, PowerPoint/Google Slides presentations, email templates, social media, landing pages, and custom packaging. Pitching concepts to Art Director and Marketing Leadership, and making iterative improvements based on feedback. Translating business needs through applied branding strategies while adhering to tight timelines.

Graphic Designer | Parallon, Oct. 2018 - July 2020

Upholding established brand standards while scaling across a wide variety of print and digital channels. Managing creative content creation for paid and organic social channels. Developing presentations with a focus on data visualization, for both internal and client-facing audiences. Working directly with sales and client management teams to develop enablement and trade show marketing collateral. Supporting executive leadership in the development of key strategy presentations with focus on data visualization.

Graphics Coordinator | Cumberland Hospitality Group, Sept. 2017 - Oct. 2018

Managing nine unique brand identities for all properties in the Cumberland Hospitality Group. Leading creative development of cross-functional marketing mix including guerrilla marketing, print and social ads, and apparel. Identifying opportunities for cohesive marketing strategy and developing creative materials accordingly.

Graphic Designer & Customer Service Rep. | AMI Marketing, June 2015 - Sept. 2017

Designing graphics for logos, direct mail, and websites. Creating press-ready art files for digital and offset printing, and working closely with production teams to ensure quality execution. Determining target audiences, and acquiring mailing lists. Leading project discovery meetings with clients to determine scope, creative needs, and managing timelines to hit target deadlines.