

STACEY L. SMITH

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PROFILE

- Experienced marketing professional with graphic design, copywriting, front-end web development, and SEO experience.
- Solid professional background, hardworking, self-motivated, dependable, organized, detail-oriented, strong interpersonal skills, work well under deadline pressures and possess a solution-oriented mindset.
- Proficient in Adobe Creative Suite, Microsoft Office Suite and possess a strong aptitude for comprehending new software packages. Experienced working in both PC and Mac platforms.

WORK HISTORY

CONTENT SPECIALIST

GroupeSTAHl, Uniontown, PA (Corporate offices located in Sterling Heights, MI)

August 2017 – January 2020

- Maintained the company's blog by uploading and/or writing content, creating associated graphics, and preparing posts to maximize SEO.
- Wrote video descriptions for company's multiple YouTube channel.
- Answered comments/questions on 3 YouTube channels.
- Created social graphics in relation to blog posts and video content.
- Gathered Google Analytics data for blog and YouTube channels.
- Created graphics used to decorate t-shirts and other garments for videos and/or tradeshows.
- Edited photos of garments used in video demonstrations.

GRAPHIC DESIGNER & WEB ADMINISTRATOR

Bowser Automotive, Pleasant Hills, PA

November 2013 – July 2017

- Provided graphic design for a large automotive dealership. Projects included: marketing materials, web content, signage, in-house forms and materials and advertising.
- Maintained eight independent websites; troubleshoot any content/layout issues.
- Created graphics and web content compliant with strict manufacturer standards.
- Worked with manufacturer's personnel as well as with a multitude of third-party vendors.
- Managed a significant CRM database that is tied to the dealership's inventory system.
- Coordinated direct mail and email campaigns.
- Assisted with daily sales reporting using advanced Microsoft Excel skills.

FRONT-END DEVELOPER

People Crave Media Inc., Bethel Park, PA

June 2012 – June 2013

Developed and maintained client websites utilizing HTML, CSS and other coding languages. Optimized images for web as needed. Provided troubleshooting for website issues and performed on-going website maintenance and updates for clients. Assisted in the development and maintenance of custom WordPress sites.

COMMUNITY INCOME DEVELOPMENT SPECIALIST

American Cancer Society, Washington, PA

May 2006 – September 2009

Coordinated 7 major fundraising events that generated over \$325,000 annually. Designed various marketing materials for those events.

EDUCATION

Associate Degree, Specialized Business – Graphic & Web Design – 2012

Douglas Education Center, Monessen, PA

Associate Degree, Business Management – 1990

Westmoreland County Community College, Youngwood, PA