

# STACEY L. SMITH

[staceysmith123@comcast.net](mailto:staceysmith123@comcast.net)

Portfolio: [www.smithdesignworx.com](http://www.smithdesignworx.com)

724-344-0095

---

## PROFILE

- Experienced marketing professional with graphic design, copywriting, front-end web development, and SEO experience.
- Stellar professional background, hardworking, and self-motivated. Dependable and work well under deadline pressures. Possess the mindset that a problem doesn't exist, only a solution.
- Proficient in Adobe Creative Suite, Microsoft Office Suite and possess a strong aptitude for learning new software. Experienced working in both PC and Mac platforms.

## WORK HISTORY

### **MARKETING/CONTENT SPECIALIST (PART-TIME)**

Pediatric Associates of Westmoreland, Greensburg, PA  
*March 2020 – Present*

Create content and graphics for Facebook and Instagram for a local 4-office pediatrician's office. Manage practice's Google business account. Maintain 3 CMS websites affiliated with the practice. Also design graphics for digital signage viewable from a busy, main highway.

### **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 channels.
- 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 integrated into 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, Graphic & Web Design – 2012** – Douglas Education Center, Monessen, PA  
**Associate Degree, Business Management – 1990** – WCCC, Youngwood, PA