



**DAVID
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SMITH**

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“ I’m a software power user with a technical background and ten years of marketing experience. I am the paradoxical organized artist. I turn complex information into engaging graphics, web sites, page layouts, charts and reports. ”

SKILLS:



WORK EXPERIENCE:

2004- 2015: **Radial Engineering Ltd. Port Coquitlam, BC**

Graphic / CAD designer, technical writer and marketing assistant



- Experience generating documentation, illustrations and user guides with AdobeCS
- 3D CAD/CAM prototype, 3D visualization and rendering with SolidWorks & SketchUp
- HTML5/CSS3/JQuery/PHP web development for multiple product lines
- Experience integrating online marketing technologies with WordPress CMS (AdWords, Mailchimp.com, Salesforce.com, Google Analytics)
- Writing and editing copy for technical trades
- 5 years trade show logistics, design and support experience
- Project management and effective time prioritizing skills

1999-2004: **Rocky Mountain Sound, Vancouver, BC**

Commercial audio/video systems integration and installation

- Quotation, CAD design, and project management for commercially installed audio, video and data systems
- Tender Bid RFQ project proposal and user documentation.
- Site inspection, customer relations, installation management
- Installed systems: Sheraton Wall Centre Vancouver; Storeyeum Museum Gastown; Norman Rothstein Theatre Vancouver; Terry Fox Theatre Port Coquitlam; St. Pius X Church N. Vancouver, St. Paul’s Church Vancouver

EDUCATION:

Bachelor of Science Degree

Journalism & Communications
Emerson College, Boston MA.

Digital Arts Program Certificate

Institute of Contemporary Arts, Burnaby BC.
(currently known as Art Institute)

Civil Drafting Certificate

Drexel University,
Philadelphia PA.

Professional Profile

A technical background helps me create data rich content for web, mobile and print. I have ten years experience as a marketing assistant creating digital content, writing/editing copy, creating AdWord campaigns, email marketing, direct mail and the logistics for five annual trade shows.

The web sites and documents I create are often used by the marketing, sales, engineering and executive departments for in-house and customer communications. I support the engineering department with documentation, the marketing department with web sites and applications to enhance the company's social media status, the sales department with print media like brochures, cards and product data sheets, the executive branch with shareholder documents, reporting templates and business proposals. Please look below for a long list of my skills and how I can use them to help your business grow.

Adobe CC Software Skills



- Skilled PhotoShop editor and restorer for fine art, advertising display and the web.
- Advanced Illustrator used for packaging, magazine advertising, banner ads.
- Expert InDesign print layout with 15 years desktop publishing experience.
- Video editing and post production using Premier Pro and AfterEffects.

Adobe Creative Suite expert with 20 years experience creating documents, illustrations, manuals, animations and video. My technical background helps me create information rich documents that support the marketing, sales and engineering departments. You can see samples here in my portfolio pages. I have also made posters and magazine ads, and illustrations for various folks over the years including a textbook cover for grade school math.

3D & AutoCAD Skills



- Solidworks Sheet metal module, 3D modeling and flat pattern output.
- Blender open source 3D modeling and animation software.
- SketchUp 3D modeling and stills rendering for fast 3D, plan and elevation output.
- AutoCAD 2010 software plan and elevation output for electrical systems.

CAD and 3D software is a passion of mine. After leaning several CAD/3D modeling, animating and rendering packages I realized how powerful 3D can be. I use 3D software to rapid prototype and for visualizing complex scenes. It also a graphics tool used to create impressive 3D charts and logos. I used Solidworks to design cardboard packaging and sheet metal boxes with PEM's. I used SketchUp to design the company trade show booth.

Development Skills



- HTML hand coding and spot editing within a responsive framework
- CSS control over the look and feel of text, colors, banners, editorial, etc
- WordPress power user; Content management web technology
- Install and customization of JQUERY scripts in to web pages and sites
- Write and edit PHP User Defined Functions to integrate with outside API gateways

I have been designing company web pages for 20 years. From <p> tags to nested tables to the current responsive frameworks I like following the evolution of the web. I like using HTML5 and CSS3 because I can hand code complex layouts with predictable page rendering. It's a dependable way to craft small scale projects like landing pages and email newsletters. I use PHP server side scripting to manage interactive and dynamic content. JQUERY adds the spice, it's a truly amazing resource for adding interactive code to a page or site. I can hack JQUERY plugins and refine them for my needs.

Marketing Skills



- Email marketing with MailChimp.com, hand-coded HTML email messages for customers links back to a unique landing page on the company web site.
- Google AdWords campaign and SEO skills help establish Google page ranking.
- Google analytics visitor metrics helps find sites for web banner advertising.
- Google Page Rank: cultivating high quality inbound links improves GPR.
- WordPress custom themes and outside API integration with other web sites.
- Direct mail: yes, it still exists and can be a great way to connect with dealers and customers with a high quality impression using a color printing.

I have eight years experience with Software-as-a-Service (SaaS) online marketing technologies. While at Radial Engineering I assisted setting up and trained staff to use Salesforce, SAP Crystal Reports, WordPress and MailChimp. I acted as a in-office help desk for staff. I coded HTML email messages for MailChimp campaigns and created unique landing pages on the company web site to track the effectiveness of promotions.

Office Skills



SALESFORCE



MS WORD



MS EXCEL



REPORTING

- Enterprise software, SaaS user support, Crystal Reports, Salesforce.com.
- Expert user of Microsoft Office Suite such as templates, formatting and formulas.

Social Media



INSTAGRAM



FACEBOOK



TWITTER



IFTTT

- Twitter responding to customer technical support messages helps Radial solve customers problems quickly while educating others.
- Twitter conversations can be turned into FAQ questions for the company website
- I focus on user engagement when creating Facebook posts, such as who is using what and how are they benefiting from it. To accomplish this I will turn customers ideas into diagrams and graphics.
- Streamline the posting process with IFTTT.com (If This Then That) allowing automated cross posting between social media networks. A great SaaS service that let me stay on top of many social networks at once.

Photography & Video



PHOTOGRAPHY



PRODUCTION



VIDEO



AUDIO



LIGHTING

- Skilled product photographer and digital darkroom/photo retouch specialist
- 3D modeling and rendering; animations, illustrations, cross-sections
- WordPress power user; content management web technology
- Video production; story boards, script writing, directing and editing