



# Jason A. Smith

**GRAPHICS AND PRODUCTION MANAGEMENT PROFESSIONAL** with 11+ years creative experience in direct marketing. Committed to providing practical, results-oriented solutions, leadership and support in print and online media by blending an analytical approach with a desire for innovation.

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## EXPERTISE

- Layout Design ☆☆☆☆☆
- HTML & CSS ☆☆☆☆
- Concept Development ☆☆☆
- Print Production ☆☆☆☆☆
- Proofreading & Editing ☆☆☆☆
- Management & Training ☆☆☆
- Administrative Duties ☆☆☆

## PROFILE

**Creative & Practical** —  
Innovation is only one piece of the puzzle. Finding the balance between creativity and practical use is a key element of successful visual communication.

**Dedicated & Growth Oriented** —  
Committed to self and group progression as an imperative component of sustained success and organizational pride.

**Versatile & Thorough** —  
A team leader who can be counted on to lend a hand and examine all possible outcomes in order to achieve the desired result.

## REFERENCES

Available upon request.

## PROFESSIONAL EXPERIENCE

### Graphics & Production Department Manager —

Marketshare Group, Inc., July 2010 - PRESENT

Production department lead responsible for project coordination with an off-site press and on-site sales staff. Continued creative graphic design responsibilities and expanded in-house department capabilities while contributing to a number of innovative projects resulting in positive results for the company and its advertisers.

### Senior Graphic Designer —

Marketshare Group, Inc., December 2007 - July 2010

Expanded role as primary graphic designer by taking on new responsibilities in web design, proofing and production leading to increased efficiencies company-wide.

### Graphic Artist —

Marketshare Group, Inc., May 2005 - December 2007

Provided graphic design services to a sales force of over 20 people while being a lead ad design contributor to over 30 publications with circulations totaling over 15 million annually.

## PROJECTS

### Print Media & Advertising Design —

Created and directed thousands of print media advertisements for clients from concept to completion using a methodology proven to drive response, results and conversions.

### Web & Email Design —

Lead contributor in design, coding and maintenance for three websites and numerous email programs while working closely with IT staff on back-end database integration.

### Custom Landing Pages & Online Prospecting Tools —

Lead creation of mobile-optimized landing pages for customers and created responsive online prospecting pages enabling sales staff to tailor information to match clients' specific needs.

### Enhanced Prepress and Postal Capabilities —

Modified and enhanced capabilities for validating and correcting client-provided artwork transforming the department into a true full-service unit.

### Art Training Program & Materials —

Developed an extensive art training manual for new hires and executed learning sessions to empower sales staff.

## EDUCATION

### University of Missouri - Kansas City — Bachelor of Arts

Studio Art - Graphic Design & Photography, August 2002 - December 2004

### University of Central Missouri

Graphic Arts Technology, August 2001 - May 2002

### Johnson County Community College

Undergraduate Coursework, August 2000 - May 2001