

RYAN SMITH

PULITZER PRIZE-NOMINATED, AWARD-WINNING
DESIGNER & MARKETING/BRANDING SPECIALIST

WHY ME?

I'm a multi-skilled and passionate individual who prides himself on thoughtfulness, dedication and an eagerness to always do better.

A quick learner with many award-winning experiences, I can quickly integrate myself into any role and produce results immediately.

SKILLS

Office Suite, advanced
Illustrator, advanced
Photoshop, advanced
InDesign, advanced
HTML, advanced
Javascript, intermediate
CSS, intermediate
jQuery, intermediate

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10315 N. College Ave.,
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EDUCATION

- **Ball State University, 2003 - 2007** | Bachelor's degree in Journalism Graphics

EXPERIENCE

Creative Manager, Centaur Gaming Internal Marketing Agency, 2013 - 2016

- Mentored four team members daily. All four were promoted within a year.
- Orchestrated creative that drove customers to Indiana Grand Racing & Casino and made it the highest grossing casino in Indiana.
- Streamlined department creative initiatives among our five properties with monthly gettogethers and a project management system.
- Rebranded multiple venues, including a race course and high-end steakhouse. Both saw increases in revenue with a new look and advertising philosophy.
- Designed, copy edited and creatively directed a wide array of projects like television campaigns, billboards, digital art, large vinyls and direct mail.
- Spearheaded unique initiatives, including a 5-year Lucas Oil Stadium advertising campaign, a year-long television campaign and annual product photo shoots to keep our creative fresh.
- Authored brand standard guides for our team.

Information Graphics Reporter, The Times-Picayune, 2007 - 2012

- Analyzed data daily to create maps, charts and diagrams that accompanied stories.
- Charted many ongoing projects, such as a digital murder map tracking New Orleans homicides, as well as a weekly full-page graphic on all things Louisiana.
- Rehabilitated week-to-week graphics to give them a fresh look.
- Attained a vast array of awards, including a Pulitzer Prize nomination.
- Pioneered new ways to advertise our paper outside of traditional methods.
- Devised infographic plans for projects, including multi-day stories such as an 8-day look at the private prison system in Louisiana.