

Joshua H. Smith

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Education William Paterson University
Bachelor of Fine Arts, Graphic & Interactive Design Expected Completion January 2020

Experience **Wunderland Group, Freelance Production Artist**, Feb 2018 – Mar 2018

- Executed multinational localization of assets, for a Hogarth World Wide's, global brand client.
- Prepared in-store sales sheets, posters, ads (print & web), and custom billboards.
- Customized marketing materials for global partners.

Advantage Business Media, Production Manager, January 2016 - April 2017

- Produced both print and digital editions; for *IMPO, Food Manufacturing, Surgical Products, Industrial Distribution, Pharmaceutical Processing, Product Design & Development*. Handled e-newsletters and websites materials for *Manufacturing.Net, Manufacturing Business Technology, Industrial Distribution*.
- Quality checked all print ads, notified client of any issues with ads- ranging from fifth-colors, low-resolution images or any other non-spec issue with ad. Worked with the sales reps and clients to arrange time table for the delivery of creative materials.
- Worked with editorial and freelance compositors to guarantee on-time completion of editorial and layouts for on-time delivery to the printer. Final approval of files at the printer via Kodak's pre-press portal software InSite.
- used templates to create and deploy newsletters on a daily, weekly or monthly basis. Set up ads for brand-specific digital newsletters and custom sponsored newsletters in Drupal-based, CMS and deployed using ExactTarget (Salesforce Marketing Cloud), and online mail merges. Worked with sales staff and/or clients to reach advertisement objectives.
- Posted website ads assuring changes/additions were done in a timely fashion in Double Click for Publishers, set up re-marketing campaigns.

Faces Publications, Assistant Production Manager, June 2010 - November 2015

- Worked with the production manager and printer to ensure the on-time completion and printing of the company's various titles.
- Liaised with the advertising sales reps and advertisers when necessary to verify all incoming ads met the company's and printer's requirements.
- Continued to provide color correction and retouching services as needed.
- Maintained all in house pre-press servers (Pit-Stop and Apogee) and printers, to order all supplies as needed.

Faces Publications, Art Director, April 2000 - June 2010

- Hired to design and layout magazines for the company and work on corporate promotional advertising materials.
- Provided color correction and retouching of photographs.

Skills • ExactTarget (Salesforce Marketing Cloud) • Salesforce • Adobe Creative Cloud • Publishing with Adobe Acrobat® • Enfocus PitStop Pro • QuarkXPress® • HTML • CSS • Epson Large Format 7880, 7900 ink jet printers • Apogee • Kodak InSite • Photostat machines • most Desktop scanners • Black & White and Color photography and film printing