

ROBERT SMITH

3673 W. 108th St. • Inglewood, CA 90303 • 616-308-2299 • Smith@SincerelySmith.com

SKILLS

- Creative Direction
- Photography
- Branding
- Marketing
- Sales
- Management
- Social Media Expertise
- Analytical thinking

QUALIFICATION HIGHLIGHTS

- 6+ years of managerial and supervisory experience
- 10+ years of writing and journalism experience
- Social media expert with a large following on Twitter, Pinterest, Facebook and Instagram
- Creative Director/ Photographer/ Editor for several national promotional shoots
- Excellent Communicator, ability to interact with diverse populations
- Superb customer relations and problem solving skills
- Driven, out-of-the-box thinker with a passion for social media marketing/branding
- 9+ years customer/client services experience
- Strong ability to lead and delegate efficiently
- Typing: 65 WPM

PERFORMANCE MILESTONE

- Creative Director/Photographer/Editor for International Recording Artist Chico DeBarge Promotional Shoot
- Creative Director/Photographer/Editor for International Recording Artist Jonathan 'Jon B' Buck Promotional Shoot
- Creative Director/Photographer/Editor for Actress/Red Carpet Host Jessica Rich
- Photographer for Merge Industry Summit Los Angeles, CA
- Photographer/Editor for Recording Artists Doll Face Promotional Shoot
- Adjunct Photographer for NYC/Houston based Jones Magazine for Carson Soft Sheen Event
- Creative Director/Photographer for International Designer Luiz DeLaja
- Creative Director/Photographer for Author/Poet Yrsa Daly
- Photographer for National Recording Artist Lyrica Anderson Video Shoot
- Creative Director/Photographer for Lambs Wool Clothier
- Creative Director/Photographer/Editor for International Gospel Recording Artist Marvin Sapp for the "I Win" Clothing Collection
- Creative Director/Photographer for Lambs Wool Clothier Flash Mob Photo Shoot
- Photographer for National Recording Artist Bunny DeBarge Promotional Shoot and Album Artwork
- Creative Director/Photographer of Photo/Video Documentaries for Smith WorldWide: Crashing The African Myth (July 2011) Cape Town, South Africa -Smith World Tour (June 2012) Los Angeles, Dubai, Bangkok – From Amsterdam, With Love (September 2012) Amsterdam, Netherlands – The Asian Adventure (May 2013) Hong Kong, China
- Public Relations Escort for BET Soul Train Music Awards 2013 (Las Vegas, Nevada)
- Public Relations Escort for Sister to Sister Magazine 25th Anniversary Party (Las Vegas, Nevada)

PROFESSIONAL EXPERIENCE

SMITH

WORLDWIDE Smith Worldwide

CEO/Founder | August 2008-Present

- Responsible for fashion, photography (including graphic design/photo editing), marketing and brand development.
- Create all of the marketing campaigns for the brand, targeting multiple, but specific audiences.
- Responsible for creative direction, story boarding, wardrobe, location scouting, photography, and photo editing
- Compose company policies and standard procedures of practice as well as compose contracts.



Lambs Wool Clothier

Co-owner/Co-founder of budding Christian-based clothing company

- Supervise marketing/branding efforts
- Creative director for all company photo shoots, model casting, t-shirt designs, and auxiliary staff booking
- Manage various social media platforms

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PROFESSIONAL EXPERIENCE (continued)



The Revolution

Team Lead of Media Relations/Ministry and Stage Production Assistant | May 2007-October 2013

- Lead a team of 20+ volunteers in the fields of: visual technology, photography, videography, media sales, sound technology, stage management, and play production management
- Managed and maintained company's social media platform
- Produced large-scale theatrical productions, attended by the community at large
- Assisted in producing a weekly national web broadcast
- Supervised marketing and promotions of media products
- Created marketing campaigns
- Managed the sales and promotion of the CEO's intellectual property.
- Hosted auditions, casting for stage plays, locating and/or ordering the proper costuming for stage productions, and handling scheduling productions.
- Served as the staff writer and media representative
- Supervised the descriptive writing of the organization's promotional merchandise



Jermon Glenn Enterprises

Brand Manager/Lead Sales Consultant | August 2012-May 2013

- Collaborated with CEO to develop marketing strategy for media products
- Created sales pitches, promotional campaigns to heighten brand awareness in-store and online
- Supervised team of sales staff to ensure timely management of inventory, catalogue and financial books

EDUCATION

Ferris State University | May 2002

Bachelors in Applied Speech Communication/Broadcast Journalism

HONORS, AWARDS, AND MEMBERSHIP

Pi Kappa Delta National 'Superior' Award for Impromptu Speaking (2002), Dean's List Ferris State University (1999-2002), Member of Omicron Delta Kappa Honor Society (2002), Lambda Pi Eta National Communication Association Honor Society (2001), Who's Who Among Students in American Universities & Colleges (2002)