



ALLY SMITH

Detail oriented and multitalented young professional who is dedicated, motivated, creative and versatile.

221 Bonner Ave.
Louisville, Ky 40207
502.417.2372
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Education

Western Kentucky University, Bowling Green, Ky
Bachelor of Arts, May 2010
Major: Advertising, Creative-Print
Minor: Graphic Design
GPA: 3.5

Technical Skills

Adobe CS5 Photoshop, InDesign and Illustrator
Confident with all blogging, eCommerce, CSS and CMS websites
Entrenched in social media structure, trends and technology
Microsoft Word, Excel, PowerPoint and financial software

Previous Work

Quantum Communications - Louisville, Ky
Account Service & Social Media Specialist - 02/2011 to present
- Daily duties consist of assisting in coordination and execution of all marketing and PR plans, driving media placement and PR initiatives, populating websites, managing media relations and social media accounts, creating, implementing and tracking effective target audience strategies across multiple media platforms, and coordinating communication with creative/production staff.

Western Kentucky University's Office of Admissions - Bowling Green, Ky
Student Worker & Campus Tour Guide - 01/2009 to 05/2010
- Responsible for entering prospective and current student data into the system, mail, reports, telecommunications. Directed campus tours to those interested in attending WKU.

Doe Anderson - Louisville, Ky
Internship Boot Camp - April 2010
- Selected for a one day program for college students looking for internships in the advertising and PR industries. Received resume help and portfolio review with ad professionals.

College Heights Herald - Bowling Green, Ky
Advertising Production Staff (Creative) - Fall 2008
- Created advertisements for each issue of the College Heights Herald.
Responsible for the newspaper layout, editing, preflight and packaging.