

# ABBY SMITH

236 E. 35<sup>th</sup> Street

Tulsa, OK 74105

(214) 455-9651

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Confident, competent, and results-oriented professional who understands the value of teamwork, and time management and is able to overcome adversity, and work under pressure. Diverse experience in graphic design, advertising, marketing, public relations, web design, and video production. Computer skills with Mac OS X and PC Adobe Photoshop, InDesign, Illustrator, and Acrobat; Macromedia Dreamweaver, entry-level Flash, Microsoft Office, and Media Shout. Experienced in digital photography and retouching. **Online portfolio: [www.abbysmithonline.com](http://www.abbysmithonline.com).**

## **EXPERIENCE** FREELANCE DESIGN.....March 2005-Present

- Redesigned and implemented website for construction company [www.resmithconst.com](http://www.resmithconst.com)
- Built two furniture store websites from the ground up including photography, copy, and html [www.cominghomefurniture.com](http://www.cominghomefurniture.com) and [www.traylorfurniture.com](http://www.traylorfurniture.com)
- Produced unique collateral material for music road manager including letterhead, business cards, and other print materials
- Volunteered redesign services, including photography, in the re-creation of [www.umdisciple.org](http://www.umdisciple.org)

## ST.ANDREW UNITED METHODIST CHURCH, Plano, TX

### Assistant Communication Director.....November 2006- Present

- Coordinated, directed, edited, and designed seasonal church magazine
- Created posters, banners, flyers, brochures, booklets, business cards, photography, and other print media for various events and ministries
- Worked with various church departments on communications projects as well as local printing companies and mailing houses

## REMAX REAL ESTATE AGENCY-DALLASHOMES, Dallas, TX

### Creative Director.....February 2006-November 2006

- Coordinated and created marketing campaigns for real estate agent including e-newsletter, direct mail pieces, multi-page presentations, CD-ROM videos, and various print material
- Redesigned and updated agency image specifically for use in collateral material
- Spearheaded Custom Homes marketing campaign for the 2006 Parade of Homes including graphics, CD creation, press releases, photography, and web design

## SCHWEITZER UNITED METHODIST CHURCH, Springfield, MO

### Director of Multi-Media.....June 2004-July 2005

- Designed and implemented new church logo, promotional material, and advertising paraphernalia
- Created and formatted the entire forty plus page church website including imagery, photography, and copy
- Managed, coordinated, and directed all aspects of church media volunteers including creative design teams, video production teams, worship media, and website development teams
- Filmed, produced, and edited videos for church use

## SCHNAKE TURNBO FRANK Inc., Tulsa, OK

### Intern.....August 2003-December 2003

- Gained extensive experience in the public relations field by observing top industry professionals and learning how to assess client needs for public relations and promotional strategies
- Coordinated and wrote media efforts for specific campaigns including press releases, speeches, and power point presentations for clients such as the Adam's Mark Hotel, Explorer Pipeline, Krispy Kreme Donuts, and Senator Charles Ford

## **EDUCATION** ORAL ROBERTS UNIVERSITY, Tulsa, OK.....2000-2004

Bachelor of Science in Mass Media Communications, Emphasis in Public Relations and Advertising  
*Summa Cum Laude*, 3.98 grade point average

- Durfey Award for outstanding graduating senior in Advertising and Public Relations
- Finalist for Female Student-Athlete of the Year, 2004
- Oral Roberts University Presidents Honor Roll and Deans list
- Collegiate All-American Scholar, 2001-2004
- National Dean's List, 2002-2004
- Alpha Lambda Delta national scholastic honor society member