

# Elise M. Smith

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## EXPERIENCE

- More than 20 years of school-affiliated and/or professional experience with photography & design (graphic, interior, print, web)
- More than 15 years in retail/e-commerce: customer service, inventory control, management, merchandising & sales
- More than 10 years in niche e-commerce management: B2B, B2C, SEO, SEM, creative development, analytics, email marketing
- More than 5 years creating/editing content, managing traffic/analytics, customer service, pricing and sales on Amazon seller central
- Creation, implementation & management of SOPs for daily operations in multiple departments
- Digital database creation and maintenance for SKU generation, file name scheme, creative assets and general organization
- Exceptional conflict resolution, customer service, communication & leadership skills
- Extremely organized & capable of multitasking: projects, products & time management
- Fast learner and quick to adapt to new coworkers, environments, responsibilities, software/apps & tasks
- Photography editing/production, individual & group portraits, lighting, products, props, set-up/tear-down
- Appointments, models & photo shoot booking/scheduling; location scouting & procurement
- Very strong work ethic, self-starter, team-oriented, engaging smile, professional & welcoming demeanor

## EMPLOYMENT

### eCommerce Manager, In-House Graphic/Web Designer & Photographer | Marina del Rey, CA | March 2014 – Present

- Photograph and shoot videos for product, lifestyle and promotional images on location and/or using in-house studio lighting
- Edit product images in Photoshop and create feature-rich ad copy that appeals to technical or less-informed customer bases
- Built and updated wctproducts.com and spoolmaster.com in Dreamweaver using HTML, CSS, Javascript/JQuery and FTP
- Overtook duties of webmaster: site maintenance, web designer, web analytics, coordinated mass mailings, SEO & SEM
- Design marketing materials using Illustrator & InDesign for print, web, large scale/trade show displays and other media outlets
- Research, budget, make purchases and coordinate with vendors to meet project deadlines and various customers' needs
- Manage internal and external communications including marketing, social media, product data sheets, sales reports and websites

### Freelance Graphic / Web Designer & Photographer | LA, Orange, Riverside & San Diego Counties, CA | January 2013 – Present

- Create logos, graphics, typography and color schemes to be used in brand identity based on clients' sketches and/or requests
- Design marketing/promotional items and provide final designs in Illustrator, InDesign and/or Photoshop for printer and client
- Photograph products, lifestyle and promotional images on location for local florists, vineyards, retailers and clothing designers
- Built and update website www.elisesdesigns.com in Dreamweaver using HTML, CSS, Javascript/JQuery and FTP
- Research, budget, make purchases and coordinate with printing companies to meet various clients' needs

### Communications Coordinator | CircAid® Medical Products, Inc. | San Diego, CA | August 2011 – December 2012

- Managed internal and external communications including marketing, social media, press releases, case studies, sales reports and website
- Designed marketing materials using Illustrator & InDesign for print, web, large scale/trade show displays and other media outlets
- Photographed product and models wearing product then edited photos in Photoshop for in-house and marketing campaign use
- Built/maintained digital database to fulfill requests for up-to-date print or online marketing, product information and sales materials
- Created technical medical documents: directions for use (DFUs), distributor materials, product packaging, garment heat transfers
- Overtook duties of webmaster: site maintenance, web designer, web analytics, coordinated mass mailings, sales portal and Intranet
- Worked with multinational foreign distributors to translate DFUs and product guides into multiple languages

### Assistant Merchandising Manager | Genica Corporation (Geeks.com & Evertek.com) | Oceanside, CA | May 2007 – August 2011

- Managed up to six writers and two photographers; responsible for all creative content and technical specifications posted online
- Planned and held weekly writers meetings to increase throughput while reducing error rates and profit loss
- Edited product images in Photoshop and created feature-rich ad copy that appealed to technical or less-informed customer bases
- Proofread, edited and approved all ads with images posted to Genica's websites along with numerous third-party distributors
- Researched, developed and implemented strategies to improve Search Engine Optimization (SEO) and site traffic
- Set and maintained Standard Operating Procedures (SOPs) for quality control in Merchandising department
- Created SOPs for Inventory Control, Product Testing & Receiving departments after proven success with Merchandising SOPs
- Daily coordination of multiple departments to meet shipping and inventory needs on tight deadlines

## EDUCATION

### B.S. in Visual Communications | Ohio University | Athens, OH | Graduated June 2004

- Studied Advertising, Business, Commercial Photography and Graphic Design