

# DARIA SMITH

SUPER AWESOME TITLE

512-227-3879

Georgetown, TX, USA

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Behance

Multidisciplinary Visual Designer with 10+ years of experience delivering high-impact branding, print, and digital solutions for corporate, nonprofit, and government clients, blending UX strategy, digital marketing, and brand storytelling to drive engagement and results.

## EDUCATION

### MASTER OF FINE ARTS

CREATIVE WRITING

Professional Writing Certificate (Aug 2024)

**Southern New Hampshire University**

GPA 3.9

2022 – 2025

### BACHELOR OF ARTS

#### ASSOCIATE OF ARTS

DUAL DEGREES

ENGLISH & CREATIVE WRITING

LIBERAL ARTS

Minor: Communication

**Southern New Hampshire University**

GPA 3.55, Honors, Cum Laude

2017 – 2022

## SKILLS

### Certifications

Google UX Design Professional

Google Analytics

HTML, CSS, JavaScript, XML, SQL

Meta Social Media Marketing

Google Project Management

Salesforce, SEO – UC DAVIS

HubSpot – Content Marketing

HubSpot – Email Marketing

Hootsuite – Social Media Marketing

### Business

Personas, KPIs, Power Bi Dashboard, SaaS

Project Management, Ideation, Excel

Agile, Competitive Analysis, RFP Proposals

### Research

User Research, A/B Testing

Interviews and Surveys, Personas

Usability Testing, Journey Mapping

Affinity Mapping, Ethnography

### Marketing

CRM, Salesforce, HubSpot, Hootsuite

Copywriting, Content Writing, Graphic

Design, Canva, Adobe Creative Cloud,

Microsoft Suite, Long-form Content SEO /

SEM, Advertising Campaigns

### Generative AI & Current Courses

Mastering Prompt Engineering

Learn Midjourney Art Generation

Generative AI, ChatGPT

Motion Design with Figma, Animation

## PROFESSIONAL EXPERIENCE

### BRAND DESIGNER – CONTENT STRATEGIST

DARIACREATIVECO. (formerly DwriteDesignStudio) | 2025

Develop SEO-driven web content, blog content, and email marketing campaigns to drive web traffic and conversions. Created visual content, GIFs, and short-form videos for TikTok and Instagram using Adobe Creative Suite, Canva, and CapCut. Manage Google My Business, Google Ads, Facebook Ads, and LinkedIn Ads, optimizing ad performance for targeted audiences.

DwriteDesignStudio duties include website design and maintenance, copywriting, graphic design, advanced Word and Excel layout, Adobe Creative Cloud, and proposal development (content, layout, orals (PowerPoint), data mining, and coordination with Managers, Engineers, SMEs, CEOs, Stakeholders, and Directors.

### EDUCATOR – SUBSTITUTE TEACHER – ELA – K-12

KOKUA EDUCATION | 2024 – 2024

Classroom Management and Conflict Resolution: Applied management skills to guide and supervise diverse student groups, promptly addressing behavioral challenges to sustain an atmosphere conducive to learning. Team Collaboration and Communication: Worked closely with faculty and administrators to ensure alignment with educational standards and effective handovers, fostering an environment of collaboration and clear communication.

### SOCIAL MEDIA CASE MANAGEMENT SPECIALIST

CONCENTRIX | 2023 – 2024

Government and Social Impact Facebook META contract partner

Managed and oversaw Government, Political, and Nonprofit accounts in the US region. Ensured IT CX [Facebook] compliance with KPIs and legal standards for advertising services on the Facebook and Instagram META platforms. Delivered top-tier white-glove client service in a CX support capacity. Troubleshoot B2B platform issues, addressing challenges in marketing campaign metrics, advertising accounts, payment-related matters, and marketing concerns. Thoroughly understand and clarify client user requirements through probing questions and conduct precise analytical research with time-sensitive accuracy. Demonstrated independence in strategic thinking. Collaborated with team members with expertise in written, verbal, and public speaking presentation skills.

### DIGITAL MARKETING INTERNSHIP – SOCIAL MEDIA SPECIALIST

THE MEEHUB INC. | 2023 – 2023

Developed a Content Marketing and Social Media Strategy using The MeeHub Inc. brand to include a website audit and update (GoDaddy platform) of copy and content, graphics, and brand messaging, including a content marketing schedule for Instagram and Facebook, posts, stories, and reels to include video, interactive, carousel creative content and brand awareness campaign initiatives using personas for target audiences.

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## Experience Continued

### SOFT SKILLS

#### Professional

Detail Oriented & Disciplined  
Collaborative Teambuilding  
Strategize & Articulate Concepts  
Storytelling Initiatives  
Strategic Thinking  
Thoughtful & Consistent  
Remote & Time Management

### REFERENCES

#### JACQUELINE MCCARVILLE

MACYS Sales Supervisor  
P: 503-557-1057  
E: jacquelinemcc1122@gmail.com

#### TONY SHIFFLETT, MA, MBA

Proposal Manager  
P: 571-438-0110  
E: AShiff1284@aol.com

#### GREG ROPER, MBA

Program Manager  
P: 540-907-0254  
E: goatrope04@verizon.net

#### REBEKAH DYER, MFA, PHD

CEO, Professor  
P: 703-350-3439  
E: rebekah\_dyer2001@yahoo.com

### PROFESSIONAL WRITING MEMBERSHIPS & COURSES

#### FEB – AUG 2024

SNHU Graduate Certificate in  
Professional Writing  
CBWI (The Society of Children's Book  
Writers and Illustrators)  
The Authors Guild  
-Editorial Freelancers Association -  
Editing YA Fiction Certificate  
- Poynter ACES Introductory Certificate  
in Editing

#### FEB 2023

ASSOCIATION OF WRITERS & WRITING  
PROGRAMS

#### OCT 2021

SIGMA TAU DELTA INTERNATIONAL  
ENGLISH HONOR SOCIETY

### PROFESSIONAL EXPERIENCE

#### META SOCIAL MEDIA MARKETING TRAINEE

META Coursera | 2021 – 2023

Candidate for the META Facebook Coursera Social Media Marketing Professional and Blueprint Certified Digital Marketing Associate certifications. Social Media Marketing Management, content creation, editorial calendar, advertising, paid ads, analytics, video and email marketing, blog writing, copywriting, and content strategy. Facebook Advertising, Campaign Metrics, KPIs, SEO keywords, and strategy. Strong brand storytelling and blog writing skills. Canva, TikTok, Instagram, Facebook, X (Twitter), Adobe.

#### EDUCATION PROFESSIONAL- SUBSTITUTE TEACHER

Kelly Education Services | 2022

Substitute Teacher K-12 in Elementary and Middle School grades. Instructed classroom providing interactive and written coursework materials and concepts in grade-level public school curriculum. Collaboration with senior (tenure) teachers and administration to better assist classroom behavior, engagement, and successful outcomes. Asst. Principal and Admin. Coordinator referred me for full-time position as 4<sup>th</sup> grade teacher.

#### CUSTOMER SERVICE SALES ASSOCIATE

MACYS INC | 2000 – 2019

Achieved an average of 110% sales goal each quarter for the department and maintained a 97% customer satisfaction survey rating and awards. Maintained thorough knowledge of products, sales, promotions, and holiday discounts to provide customers with accurate pricing upon purchasing.

#### SENIOR VISUAL DESIGNER – FREELANCE & CONTRACTOR

DwriteDesignStudio LLC. | 2004– 2022

CLIENTS: Janson Communications, BlueCross BlueShield, NTT Data, Morris Publications & Media, Booz Allen Hamilton, CSC, Torres AES, iGov, American Institutes for Research, KBR, American Association for University Women, Perot Systems, BET, ASTD, Equal Justice Works.

Managed multiple projects at once delivering high-quality output. Expert knowledge of Print Industry, Graphic Design, Web Design (Development), Marketing, and Communication. Worked with vendors, marketing, and agencies; ads, banners, presentations, video editing, photography, branding, and logo design including Typography, layout, conceptual, color, and design principles. WordPress, WebFlow, Bootstrap, HTML, CSS, InVision, SaaS, Asana, Trello, Slack.

#### GRAPHIC DESIGNER, JR. PROPOSAL WRITER, MARKETING ASSISTANT

Torres AES (Creative Group) | 2008 – 2011

Supported CEO, VP of Communications & Marketing, Capture Managers, Proposal Managers, SMEs, and Technical Writers in cross-functional teams creating winning Federal Proposals (RFP, RFQ, RFI) using Shipley processes including developing compliance matrices, timelines, and milestones, adhering to proposal schedule. Knowledge of Microsoft, Word, Excel, SharePoint, PowerPoint, and Visio. Proposal Coordinator duties in cross-functional departments. Supported the VP of Marketing; vendors, contracts, invoices, ordering marketing collateral, and conference materials. Adobe Creative Suite. Advanced Microsoft Office.