

Max Smith

Graphic Design
326 Rabbit Ridge Run
Vilas, NC 28692
United States

View the full portfolio at <http://www.thecreativefinder.com/maxbsmith>

Professional Experience and Curriculum Vitae

Get the best customer service of your life!

Max has broad experience in all aspects of marketing and marketing management including but not limited to: managing the production of marketing materials, designing leaflets, posters, flyers, brochures, catalogs and web sites, writing and proofreading copy and liaising with print production personnel and suppliers, developing advertising opportunities and maintaining contacts with the media, writing and distributing press releases, arranging for the effective distribution of marketing materials, conducting photo shoots, organizing and attending events exhibitions and trade shows, carrying out market research and customer surveys to assess demand brand positioning and awareness, evaluating marketing campaigns and monitoring competitor activity, analyzing price-point positioning, developing long-term marketing plans and strategies and last but NEVER least, managing and keeping within budgets.

I have been involved in many different entrepreneurial pursuits across several industries. Each of these pursuits have involved a heavy emphasis in graphic related needs, from both the creative and production sides . I have served in most every major capacity within the graphic design field and continue to explore new ways of bringing my creative style to help benefit and compliment my client's efforts.

No job is too large or small. I have extensive experience in all aspects of graphic design and print production. I am easy to work with and laid back yet focused on providing exceptional service and prompt turn-around. Your opinion is the only one that matters and my goal is to exceed expectations. I build relationships that last.

My expertise is in perception based marketing. Fancy speak for "my job is to make you , your product and/or service look good for your target market and be perceived by them as you want to be perceived".

Previous Clientele

Please kindly get in touch for more information.

Awards and Accolades

EDUCATION

Aug 1986 - May 1990

Appalachian State University - United States - Boone, NC

Bachelor's Degree (BSBA) - Marketing, Management, Information Systems - Triple Major

Jan 2005 - May 2008

University of Liverpool - United Kingdom

MBA - Marketing

150, Lloyd Road Singapore 239098 (co. reg. 201004398N)
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WWW.THECREATIVEFINDER.COM Feb 2006 Awarded United States Patent # 6,995,914 and # 7,002,748.

SOME WORK HISTORY

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