

# ELIZABETH SMITH

GRAPHIC & WEB DESIGNER

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## PROFILE INFO

### Little About Me Elizabeth Smith

Graphic & Web Designer with 20+ years of experience creating websites, email campaigns, digital marketing assets, and brand experiences for hospitality, tourism, automotive, and small business clients. Skilled in WordPress, Adobe Creative Suite, and email marketing, with a focus on delivering creative solutions that support business growth and user engagement.

#### AREAS OF EXPERTISE:

- Website Design & Development • WordPress Management • Email Marketing
- Brand Identity • Digital Marketing • Responsive Web Design • Adobe Creative Suite

## EXPERIENCE

### Freelance Designer May 2005 - Present

**WEB + GRAPHIC DESIGNER**

- Design websites, branding, email campaigns, and marketing materials for clients across hospitality, tourism, real estate, and small business industries.
- Build and maintain WordPress websites from concept through launch, including content management, updates, and ongoing support.
- Partner directly with clients to create creative solutions that align with their goals and brand identity.

### DealerSocket Dec 2015 - July 2021

**SENIOR DIGITAL DESIGNER**

- Designed responsive websites, landing pages, and digital marketing assets for automotive dealerships throughout the U.S. and Canada.
- Collaborated with SEO, SEM, development, and account management teams to support dealership marketing campaigns.
- Maintained website content and ensured compliance with manufacturer brand standards.

### Dealertrack Technologies Dec 2014 - Dec 2015

**GRAPHIC DESIGNER**

- Created website graphics, digital assets, and marketing materials for automotive dealership clients.
- Worked with marketing and development teams to improve website usability and visual consistency.
- Supported the integration of multiple acquired automotive technology brands.

### Sandestin Golf & Beach Resort July 2008 - April 2014

**INTERNET MARKETING MANAGER**

- Managed website content, email marketing campaigns, and digital promotions for the resort and its departments.
- Supported SEO, SEM, and PPC initiatives to increase website traffic and online bookings.
- Developed marketing materials and social media content to strengthen the resort's online presence.

## EDUCATION

### Florida State University 2002 - 2005

**Bachelor of Science** - Coursework focused on visual communication, typography, branding, and digital design. Completed my final semester abroad in London and Paris, studying European Graphic Design.

### Okaloosa-Walton College 2000 - 2002

**Associate of Arts in Studio Art** - Completed foundational studies in drawing, design, art history, and visual communication before transferring to Florida State University to pursue a bachelor's degree in Graphic Design.