

ELIZABETH SMITH

WEB & DIGITAL DESIGNER

◇ **Phone:** + 1 (850) 368-7493
◇ **Address:** Pensacola, FL
◇ **Email:** eorrsmith@gmail.com
◇ **Website:** www.eorrsmith.com

PROFILE INFO

Little About Me
Elizabeth Smith

◇ Web & Digital Designer with extensive experience designing, building, and maintaining websites, email campaigns, and digital assets across automotive, hospitality, tourism, real estate, and small business clients. Skilled in hands-on web production, responsive design, CMS management, and creating polished digital experiences within established brand standards.

◇ **AREAS OF EXPERTISE:**
• Website Design & Production • WordPress • HTML/CSS • Responsive Web Design
• CMS Content Management • Email Design & HTML Email • Adobe Creative Suite
• Website QA • Digital Design • OEM/Brand Compliance

EXPERIENCE

Freelance Designer
May 2005 - Present

◇ **WEB + GRAPHIC DESIGNER**
• Design and build websites, email campaigns, and digital assets for hospitality, tourism, real estate, and small business clients.
• Build and maintain responsive WordPress websites, including page layouts, CSS customization, content updates, and ongoing support.
• Customize WordPress themes and layouts, optimize imagery, and test across desktop and mobile.

DealerSocket
Dec 2015 - July 2021

◇ **SENIOR DIGITAL DESIGNER**
• Designed and updated responsive automotive dealership websites, landing pages, and digital marketing assets across a wide range of OEM brands.
• Managed high-volume website design updates while maintaining established brand and manufacturer standards.
• Owned Honda and Nissan website compliance, developing extensive familiarity with their OEM requirements and dealership website programs.
• Collaborated with SEO, SEM, development, and account management teams to support dealership websites and digital campaigns.

Dealertrack Technologies
Dec 2014 - Dec 2015

◇ **GRAPHIC DESIGNER**
• Created website graphics, digital assets, and promotional materials for automotive dealership clients.
• Supported dealership website design and content updates while maintaining visual consistency across digital properties.
• Collaborated with marketing and development teams on automotive website projects.
• Supported the integration of multiple acquired automotive technology brands.

Sandestin Golf & Beach Resort
July 2008 - April 2014

◇ **INTERNET MARKETING MANAGER**
• Managed and updated website content and digital promotions for the resort and its departments.
• Designed and coded HTML email campaigns in Adobe Dreamweaver, including recurring newsletters and promotional emails.
• Created web graphics and digital marketing assets supporting resort promotions and online campaigns.
• Supported SEO, SEM, and PPC initiatives to increase website traffic and online bookings.

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.