

## **Gretchen Smith**

Arlington, VA

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### **SUMMARY**

Creative and versatile producer proficient in business and craft sides of production. Over nine years experience developing and managing productions and campaigns for web, television and print. A natural leader with proven ability to collaborate, innovate, and problem solve to lead a project to success.

### **EXPERIENCE**

**The Creative Group**, Washington, DC

4/2010 – Present

Freelance Contractor for various clients

- GMMB - Collaborated with account team to load and QA content for AIDSTAR-ONE website using the Drupal admin tool.

**AOL** - Consumer Marketing, Dulles, VA

4/2009 – 01/2010

Manager of Production overseeing the planning and execution of creative promotions for Marketing.

- Coordinated project resources, assets and staff for multiple concurrent projects.
- Collaborated with account coordinators to determine creative vision and strategy for promotions.
- Confirmed promotions meet with AOL's brand and quality standards.
- Managed vendors to ensure timely and cost effective program execution.

**AOL's Advertising.com** - Creative Services, Baltimore, MD

4/2008 – 01/2009

Producer/Design Manager for in-house creative team specializing in high performing online advertising.

- Directly managed a team of four designers, performed regular managerial duties including weekly one-on-ones, performance reviews and development of individual long-term goals.
- Collaborated with Art Director, Copywriter and Designers in concepting for advertiser campaigns.
- Coordinated project schedules, ensuring campaigns launch on time and on strategy.
- Contributed to reports on creative performance and revenue contributions.

**AOL** - Network Promotions, Dulles, VA

3/2004 – 01/2008

Producer/Production Manager for award-winning creative group specializing in conceptual promotions.

- Worked closely with Creative Director to develop department's strategy and long-term goals.
- Oversaw a team of designers and managed workflow.
- Conceived, wrote, and produced online promotional campaigns.
- Collaborated with external teams to ensure creative/strategic goals were met.

**MHz Networks** - Production Services, Falls Church, VA

3/2002 – 10/2003

Producer/Production Coordinator for nationally distributed independent public television station.

- Developed, researched and produced segments for various educational and arts programs.
- Coordinated schedules and supervised crew for daily live studio show and field productions.
- Contributed to all aspects of productions, including set design, lighting, editing and directing.

**News Channel 8**, Arlington, VA

9/2001 – 03/2002

Playback Operator for cable channel producing live news and talk programming.

- Prepared and queued footage for immediate playback during live newscasts.
- Edited VO and SOTs for nightly news stories.

### **ACHIEVEMENTS**

2005-2008 "Exceeded Expectations" in annual reviews  
2007 Telly Awards, Bronze - AOL Video "Profiles"  
2007 Telly Awards, Bronze - Summer Movies "Fireflies"  
2007 Promax North America, Silver - Gold Rush "Gold Fever"  
2005 "Top Talent" (awarded to top 10% of AOL employees)

### **TECHNICAL SKILLS**

Adept in both Mac and PC platforms. Familiarity with MS Office, MS Project, Basecamp, Adobe Photoshop, Dreamweaver, Final Cut, OmniGraffle. Understanding of HTML, CSS, Drupal, WordPress. Familiarity with broadcast and web media standards, common internet practices, as well as design, technology, development and marketing trends relating to digital media.

### **EDUCATION**

Bachelor of Arts, Broadcast Communications and Film  
Elon University, Elon, NC  
Graduated cum laude