

FRANCESCA M. SMITH

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FRANCESCA-SMITH.COM



2009-Present

FREELANCE

**Design and production | ads | brochures | logo design and branding packages | product sheets | display merchandising
book design and illustration | light website maintenance | proofreading | copywriting**

- Clients include: City Ballet of San Diego, Justin Valley (author), BioHarmony, Shpigel Acupuncture, Tri-Wellness, House of Jewels, San Diego Astrological Society
- On-Call design/production for Minuteman Press of Mission Valley, Blue Moon Advertising
- Proficient in CS5 (Photoshop, Illustrator, InDesign), Quark; experienced in Final Cut Pro, Audacity, Dreamweaver

1998-2009

EVANS HOTELS, San Diego

**(CATAMARAN RESORT HOTEL AND SPA | BAHIA RESORT HOTEL | THE LODGE AT TORREY PINES | THE SPA AT TORREY PINES
NEWPORT DUNES RESORT | THE INN AT RANCHO SANTA FE | UNIVERSITY CITY MARKETPLACE SHOPPING CENTER)**

CREATIVE DIRECTOR

- Designed and produced all collateral, advertising, signage (brass, indoor, outdoor), direct-mail, brochures, promotions, and sales proposals. Publications include *San Diego Magazine*, *Los Angeles Magazine*, *Travel + Leisure*, *The New York Times*, *Westways*, *Pacific Magazine*, *Robb Report*, *Modern Luxury*, *San Diego Tribune*
- Created campaigns and one-of-a kind pieces for special events, i.e. displays, presentations, hand-made invitations
- Logo design: The Lodge at Torrey Pines, Greene's Gift Shop, The Catamaran Spa, and The Spa at Torrey Pines
- Responsible for keeping the consistency and brand of the individual properties, including in-house publications
- Stylist for photo shoots and supervised live feeds for interviews, television coverage (*The Today Show*, *Sign on San Diego*, local promotions)
- Assisted Catering and Convention Services Departments with design and execution of special events on and off property
- Copywriting, brain storming, proofreading, press checks at 2:00AM; Sales & Marketing Office comic relief

1987-1998

FREELANCE

Design and production | ads | brochures | display merchandising | exhibit design | production assistant (TV)

- Clients included: The San Diego Zoo, Nickelodeon, Carter-Haley-Hall department stores, Starbucks, HBJ Publishers
- On call for several advertising/design agencies, downtown San Diego, Del Mar, Escondido

Other relevant information (or not so much)

- Born and raised in New York City; graduated from The Chapin School, Manhattan
- BFA in Acting and Voice from USIU School of Performing Arts, with minor in Creative Writing
- Dancer and volunteer, City Ballet of San Diego Company and School
- I create video montages, with music, and produce handmade books and cards for special occasions
- I perform traditional jazz songs and Celtic music at small venues, and was the voice-over for F-14 training films
- Received creative writing awards from and published in *Virginia Quarterly* and *Atlantic Monthly*

References available upon request