

BILLSMALLEY

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QUALIFICATIONS

I currently work for the largest media company solely devoted to bringing the best content and entertainment to over 80-million outdoor sports enthusiasts. My primary role is Art Director and Manager for one of our leading national outdoor publications which delivers more advertising and editorial than any other brand in its segment — over 4,000 pages printed each year. In total, I oversee the staff and creative of four different publications with a combined number of 33 issues a year. With this extensive experience, I have had the opportunity to develop leadership qualities, as well as communication and decision-making skills. It is a fast-paced environment with tight daily and weekly deadlines where organization, efficiency and multitasking are demanded. I also lead and assist in other projects where needed. I am comfortable working independently or in a team environment.

EXPERIENCE

Outdoor Sportsman Group, Integrated Media, Peoria, IL

Art Director 2006–Present

- Manage a fast-paced art department for a leading national outdoor publication running over 300 pages of ads/editorials/classifieds a month. Publication publishes every ten days and deals with tight daily and weekly deadlines (90,000+ circulation).
- Work directly with advertisers, art directors, graphic designers, web developers and photographers while creating, leading and mentoring individuals on layouts, typography, use of color and how to best communicate to the end-user.
- Weekly electronic pagination of editorials, ads and classifieds for print and digital issues.
- Coordinate scheduling and workflow with production manager, group art director, ad coordinators and designers.
- Critique and lend guidance and support to the design of many of our sister publications, helping drive newsstand sales (circulations from 45,000 to over 400,000).
- Consult and communicate with creative department and upper management making sure all parties are kept informed.
- Set up and oversee photo shoots.
- Publish digital versions of our publication for Apple and Android devices.
- Maintain brand consistency and standards throughout all material.
- Conduct reviews for advancement and merit increase, as well as administer disciplinary action as needed. Interview and hire qualified candidates for the creative department.
- Very customer service oriented. Work daily building relationships with advertisers to help them meet their objective(s).

Assistant Art Director 2001–2006

SKILLS

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere Pro), QuarkXpress.
- Digital content management systems
- Strong knowledge of typography, color theory and color relationships.
- Page composition and grid structures.
- High-level of attention to detail.
- Deadline-driven.
- Microsoft Office Suite.
- Project management.
- Thorough knowledge of printing processes — concept through delivery to the printer.
- Multitask and manage multiple projects simultaneously.

EDUCATION

Associate in Applied Science, Graphic Design
Illinois Central College, East Peoria, IL

Visit my website bsmalley.com to view samples of my work. You can also download a pdf of my resumé.