

Robert Byron Smith | 586.925.9250 | 1568 Hampton Rd. | Grosse Pointe Woods, MI 48236
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Education

Lawrence Technological University
Bachelor of Science in Technical Communication May 2003

Experience

Jack Morton Worldwide, Detroit, MI 12/21 - Present
Creative Director

- Oversee design, production and copywriting for Buick, GMC, Chevy and Cadillac digital and print and video content
- Develop content and write scripts for Global Dealer Business Conferences, Auto Shows, CES, and consumer engagements
- Worked with team to create three-day Futurescape at Chase Center in San Francisco to launch Cadillac's new brand vision for 1500 dealer partners

Concentrix, Farmington Hills, MI 7/13 - Present
Creative Director

- Write copy for CRM communications, including digital and print and video
- Develop content and write scripts for marketing and training videos, comprised of live footage, motion graphics or both
 - Interview participants
 - Select voiceover talent
 - Create storyboards
 - Limited experience with video editing using Adobe Premier
- Meet with clients to understand business goals and present creative concepts

Gyro Creative, Detroit, MI
Copywriter + Brand Strategist

- Developed brand strategy for new and existing clients
- Oversaw copywriting including marketing material, ads for print, web, video and radio for clients including Magna International, Clek, 24 Grille, Continental Automotive, IAC, and Detroit Athletic Club

pulse220, Southfield, MI 5/08 - 3/09
Creative Associate + Copywriter

- Developed concepts / write live event scripts and marketing material for clients including Henry Ford Health Systems
- Directed Creative for events including the grand opening of UM Mott Children's Hospital

Clear!Blue Communications, Birmingham, MI 4/06 -
3/08 Copywriter

- Developed concepts / wrote copy for Chrysler Marketing campaigns and executive scripts for Chrysler and Mercedes-Benz press events
- Wrote script and led on-site creative at the world premiere of the Dodge Challenger - 2008 Chicago Auto Show; and the national debut of the AMG C63 - 2007 LA Auto Show
- Wrote copy for Chrysler's Sustaining Momentum Marketing events
- Worked directly with Chrysler Marketing staff, met with Chrysler executives to refine copy Developed brand identity, web sites and print collateral for RECARO, Detroit Renaissance Foundation and others

Wordsmithology, Shelby Twp, MI
Owner (Brand Strategy, Copywriting and
Marketing) 2000-05; 09-Present

- Develop comprehensive brand strategy, product naming, advertising and marketing campaigns
- Write/Edit ads, websites, data sheets, product manuals, articles, brand books, scripts for live press events, public shows video and radio
- Clients have included: University of Michigan, Ford Motor Co., Chrysler Financial, MSU College of Human Medicine, Weight Watchers, Tech Center News, DAAA, Fanuc Robotics, EWI, Moncur Associates, pulse220, Gyro Creative, and Spearfish

Endnotes

*January 2012-Present: Learning to read, write and speak Mandarin Chinese

Worked

- In 2014 developed tour of Henry Ford museum and Greenfield Village for International convention delegates.