



# MARLAYNA SMITH

## GRAPHIC DESIGNER

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## PROFILE

Creative and detail-oriented Graphic Designer with 8+ years of experience in brand development, digital marketing assets, and multimedia design. Highly proficient in Adobe Creative Suite and UX/UI tools with a proven ability to lead visual campaigns, enhance user experience, and increase brand visibility. Energetic collaborator who thrives under tight deadlines and brings innovation to every project.

## EXPERIENCE

### SOLE GRAPHIC DESIGNER

**Led all visual design efforts across multiple DBA brands under GameTime | June 2020 - Present**

- Designed 100+ marketing assets, increasing brand visibility across 7+ locations.
- Led visual design for seasonal campaigns from concept to completion.
- Created print and digital materials for each brand's unique style and audience.
- Customized packaging, menus, and event collateral across diverse client bases.

### GRAPHIC DESIGNER & SALES MARKETER

**Stretch Sesh | March 2023 - Present**

- Designed branded marketing materials including business cards and promotional assets.
- Captured and edited photo/video content for marketing campaigns.
- Supported sales initiatives through targeted design and outreach efforts.

### GRAPHIC DESIGNER, SALES MARKETER & FITNESS COACH

**HEW Fitness | November 2022 - November 2023**

- Managed and followed up with leads.
- Curated social media content and captions.
- Captured and edited visual content to promote gym programs and events.
- Led group fitness classes while supporting community engagement and member retention.

### GRAPHIC DESIGNER

**Ambassador Marketing Group | February 2022 - September 2022**

- Created and modified client artwork to meet precise print production standards.
- Preflighted and prepared design files for various presses.
- Ensured accurate plating and setup for both digital and offset printing processes.

### GRAPHIC DESIGN INTERN

**Light Up The Night | January 2020 - March 2020**

- Assisted with content creation including photo, video, & social media content.
- Designed marketing collateral.
- Supported website updates using Webflow and WordPress.

## EDUCATION

### ASSOCIATES OF SCIENCE

Broward Community College  
**2017-2019**

### CERTIFICATIONS

Graphic Design Production  
Graphic Design Support

## ADOBE SUITES

- Illustrator
- Photoshop
- InDesign
- Premiere Pro
- After Effects
- XD

## WEB TOOLS

- HTML
- CSS
- WordPress
- Wix
- Webflow
- GoDaddy

## CREATIVE SKILLS

- Branding
- Logo Design
- Social Media Content Creation
- UX/UI Design
- Photography + Editing
- Videography + Editing
- Print & Digital Media Design

## SKILLS

- Microsoft Office Applications
- Canva

