

THE Choice UMBRELLA

CONTACT:

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EDUCATION:

James Madison University
Harrisonburg, Virginia
B.F.A.
Major: Graphic Design

Christopher Newport University
Newport News, Virginia
Continuing education in Computer Science,
programming.

Thomas Nelson Community College
Hampton, Virginia
Continuing education in Computer Science,
programming.

SOFTWARE:

Adobe Creative Suite
Wordpress
Microsoft Office

OTHER CERTIFICATIONS:

AFAA Certified Personal Trainer
Certified Nutrition Coach, LIPN
AFAA Group Exercise
AFAA Kickboxing
TRX
R.I.P.P.E.D Instructor

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Facebook.com
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https://www.linkedin.com
/in/sibylmorgansmith



https://www.instagram.com
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https://www.pinterest.com
/ChoiceUmbrella/



https://twitter.com
/ChoiceUmbrella

MISSION:

Senior entrepreneur and leader with more than twenty years of design experience spanning web, multimedia and print. I am seeking an opportunity to make a positive impact in an organization by directing and delivering creative brand strategies, communication solutions and contributing to a positive work environment. Demonstrated ability in building and leading creative initiatives that deliver results in fast paced, constantly changing environments as a remote employee as well as in house. Proven commitment to associate development, as well as a long history of mentoring and leading successful teams.

PROFESSIONAL EXPERIENCE:

2011 - present The Choice Umbrella

Freelance graphic and web designer, brand stylist, personal trainer and nutrition coach. After working in both the design and health and wellness industry, it was clear to me that I add value to both fields - so I have been able to add value to both industries. Working one-on-one with business owners, I visually express what makes them unique through inspiration boards, logo concepts, sub-marks and variations, color palettes, social media graphics and websites to complete a cohesive and unique brand identity. I have had considerable experience with developing and launching brands that stand out in their market and tell the story of their business. I enjoy the challenge of creating unique and thought-provoking design, as well as the opportunity to strategically launch and market businesses. My creative side also shines as a fitness instructor as I invent new and enticing ways to bring people together in healthy environments.

View branding portfolio here: <http://everyonehasachoice.com/portfolio/>

Online Resume: <http://everyonehasachoice.com/resume/>

11/2001 - 5/2006

Fido Design, L.L.C. Poquoson, Virginia Owner

Freelance web and graphic design company providing web sites, corporate identity, catalog design, software interface design, stationery, specialty products, and other printed pieces. Worked with numerous clients in the Hampton Roads and Outer Banks region.

03/2001 - 05/2004

Aisle Be, Inc. (www.aislebe.com) Yorktown, Virginia Co-Owner/President

Founder of on-line wedding resource for local brides. Creator of web site that offers downloadable planning tools, planning tips, and information for brides and wedding parties. Online listings for all wedding-related vendors in the Hampton Roads area. Designer for all personalized products offered by Aisle Be, Inc.. Product line includes custom wedding invitations, save-the-date cards, wine labels, Thank You cards, koozie design, and other special requests.

02/1999 - 12/2003

Ferguson Enterprises, Corporate IT Department Senior Media Artist

Responsible for building graphics required by the corporate IS Department at Ferguson. Includes creation of CD package design, web design, posters, brochures and computer-based training modules. Responsible for user interface design and maintenance of Ferguson.com, Ferguson's on-line web site. Responsible for user interface design and maintenance of Ferg.com, Ferguson's intranet web site. Responsible for the training of associates on Net Objects Team Fusion. Responsible for user maintenance within Net Objects Team Fusion. Review, approve and publish all content submitted by Net Objects Team Fusion users.

FERGUSON ENTERPRISES, Corporate Advertising Department:

1/1997 - 2/1999:

Responsible for the development of the "Builder Submittal Program." Worked with over fifty branch contacts to create product brochures that offer builders and plumbers professional sales literature. The submittals provide Ferguson Sales Associates with high-end presentations to act as an enabler to increase branch profits. A pilot program was initially offered to three branches and then successfully deployed to over fifty. Creation of magazine ads, yellow page ads, flyers, brochures, and posters for Ferguson's branches and vendors.

