

ANDREW RALSTON SMITH

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EXPERIENCE

Senior Content Creator, AVP

July 2023 - Present
IN-HOUSE: Citizens Bank

Freelance Senior Copywriter

February 2021 - July 2023
AGENCIES: Digitas, Liquid Agency, Amsive Digital, Beasley Digital
CLIENTS: ALDI USA, Citizens Bank, Whirlpool, Maytag, Viva, Kleenex, Cottonelle, Angostura Bitters, Zest, Assurant, Hopsteiner

Freelance Copywriter

May 2020 - February 2021
AGENCIES: Blink, Teabeapea Creative Services
CLIENTS: Chipper Cash, Tech Services Virtual Expo

Digital Marketer

February 2012 - January 2020
AGENCIES/COMPANIES: Dentsu X, Getty Images, SSCG Media, Microsoft, Points of Light
CLIENTS: Dior, iStock by Getty Images, Halaven, Samsca, Google, Carmax, GEICO, LG Electronics, Etsy, Fareportal, Coty Inc.

EDUCATION

School of Visual Arts (NYC)

Fall 2018 & Summer 2021
Advertising, Animation Screenwriting

Ad House (NYC)

January 2020 - December 2020
Certified Concept Creative

James Madison University (VA)

August 2007 - May 2011
B.A. in Communication Studies, Music Industry (Minor)

EXPERTISE

Concept Generation
Copywriting
Scriptwriting
Graphic Design
Art Direction
Illustration
Storyboarding
Animation (2D)
Video Editing
Gag Cartooning

Procreate
Illustrator
Photoshop
InDesign
Animate
Character Animator
After Effects
Premiere Pro
Generative A.I.
Videoleap

