

KEVIN SMITH

MARKETING OPERATIONS & CREATIVE SERVICES LEADER

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PROFESSIONAL SUMMARY

Marketing operations and creative services leader with 25+ years of experience directing brand, web, print, digital marketing, and client-facing projects. Built and managed an award-winning Monterey design studio, led a 6-8 person multidisciplinary team, coordinated vendors and production, and translated business goals into scopes, schedules, budgets, and deliverables. Combines hands-on creative expertise with practical project leadership, process improvement, and stakeholder communication.

CORE QUALIFICATIONS

- Marketing operations, creative project management, project intake, prioritization, scheduling, and delivery
- Creative direction across brand identity, websites, print publications, advertising, email, and social content
- Budget tracking, estimating, vendor coordination, production, quality assurance, and deadline management
- Client discovery, proposals, scopes, stakeholder communication, presentations, and issue resolution
- Digital strategy, WordPress, SEO, Google Analytics, Search Console, email marketing, and content management
- Team leadership, workflow documentation, mentoring, cross-functional collaboration, and process improvement

PROFESSIONAL EXPERIENCE

Pixels Graphic Design | Owner / Creative Director

Monterey, CA | 2011 - June 2026

- Founded and operated a full-service creative studio delivering branding, print, websites, digital campaigns, and ongoing marketing support for businesses and community organizations.
- Directed a multidisciplinary team of 6-8 designers, developers, production staff, and outside specialists while balancing multiple concurrent client priorities.
- Managed projects from discovery through launch: briefs, proposals, estimates, scopes, schedules, assignments, approvals, vendor coordination, production, testing, and final delivery.
- Tracked project costs and vendor estimates, advised clients on cost-effective options, and maintained quality and schedule expectations across web, print, and campaign work.
- Delivered work for clients including First Awakenings, Monterey Peninsula Unified School District, and the Museum of Monterey.
- Earned nine national GDUSA design awards between 2014 and 2024 for creative and digital work.

Award Winning Design | Web Designer

Fresno, CA | 1999 - 2011

- Designed and developed websites, digital interfaces, and interactive assets for organizations transitioning from traditional to online marketing.
- Worked directly with clients to clarify goals, organize content, improve usability, and translate business requirements into effective visual solutions.
- Created brand and campaign materials while coordinating revisions, technical implementation, browser testing, and launch support.

LEADERSHIP & COMMUNITY SERVICE

- Rotary Club Treasurer and recipient of the Rotary Service Above Self award
- SCORE volunteer mentor supporting small-business owners and entrepreneurs
- Pacific Grove Co-Op Preschool board service and nonprofit/community involvement since 2013

TECHNOLOGY & CREATIVE TOOLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign) • Figma • Sketch • WordPress • HTML • CSS • JavaScript • PHP • SQL • Google Analytics • Search Console • SEO • Email marketing • Microsoft Office • Google Workspace • GitHub • Unreal Engine • Unity