

DANIEL SMITH
Digital Asset Management
Creative Operations
Ecommerce
Workflow & Technology

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EXPERTISE

DAM
Management
Creative Ops
Workflow
Automation
Integration
Ecommerce
Merch Mgmt
Pre-Press
Photography
OMNI

COMPUTER

Adobe Photoshop
Adobe InDesign
Filemaker Pro Adv
Excel / Office
Mac OS Certified
Canto Cumulus
Adobe Scene 7
HTML / XML / APIs
Confluence / Jira
Network / Server
RIP Technology

PERSONAL

Creative
Intuitive
Encouraging
Leading
Collaborative
Motivated
Flexible
Adaptive
Trend Aware

PURSUING

Filemaker Cert
AEM/Swift/iOS/UI
ITIL/SQL/BI/MCSA
Lean Six Sigma/Scrum

Executive Summary

Experienced Digital Asset Manager and Creative Operations Technician seeking to employ knowledge and tact with a progressive organization that perceives the value of a well organized and efficient media production environment.

- Comprehensive knowledge of DAM technique and it's application
- Qualified experience with enterprise level systems integration
- Skilled at drafting cost efficient and time effective DAM strategies
- Broadly balanced technical and business acumen
- Strong emphasis on quality, functionality and productivity
- Ability to communicate and coordinate effectively at all levels

Work Experience Summary

PETSMART (Phoenix, AZ) 2009 – 2017
Customer Experience Manager – Holistic Architecture

ECOMMERCE DAM CONTENT MGR

Transformed workgroup DAM to an integrated, enterprise deployed solution. Provided access and support material across enterprise via custom developed web portal. Implemented Adobe Scene7 to facilitate asset publication to Demandware platform. Automated ingestion and delivery of all product, video and creative assets to a published state, available to multiple OMNI channels.

PRODUCT PHOTOGRAPHY/DAM TEAM MGR

Developed FileMaker Server solution to manage merch sample and product photography workflow. System integrates with SAP/PIM, promotional event management, DAM and Scene 7 to provide end to end process tracking and reporting from SKU creation to asset expiration. Solution provides visibility via desktop, iOS and browser dashboards. Networked iOS devices scan product at all process touch-points including photography, content creation and delivery.

CREATIVE OPS PRODUCTION SYSTEM TECHNICIAN

Provided total support and maintenance of technical environment for Creative Operations as well as total enterprise Apple desktop deployment and support. Developed database/XML solution to translate promotional content and imagery to batch produced, multi-page, versioned circulars and signage.

AMERICAN COLOR / VERTIS (Phoenix, AZ)..... 1998 – 2009
Managed Service Site Mgr – Partnered Excellence

Managed contract team at client facility servicing over 80 internal marketing, creative and production personnel in a custom technical environment. Utilized and assisted development of systems designed to populate, version, color prep and deliver catalogs, circulars and signage to print. Produced, prepared, cataloged and lifecycle managed all digital product and brand media assets to production desktop client and browser based intranet libraries.

AMERICAN COLOR (Glenrock, NJ)..... 1993 – 1998
Pre-Press Production Manager – Streamlined Efficiency

Managed production and traffic of all projects through pre-media facility. Pioneered processes to facilitate automated page population and production. Accounts included Macy's, Lord and Taylor, the National Enquirer and People.