



LORIE SMITH

Lorie@303creative.com

720.939.1284

303creative.com



DIGITAL RESUME

TECHNICAL SKILLS

ADOBE CREATIVE SUITE

ILLUSTRATOR

INDESIGN

PHOTOSHOP

CANVA

APPLE IWORK

GOOGLE WORKSPACE

MICROSOFT OFFICE 365

WORDPRESS

SQUARESPACE

WIX

WOOCOMMERCE

MEMBERPRESS

MAILCHIMP

CONSTANT CONTACT

HUBSPOT

CREATIVE MARKETING, DESIGN, AND EVENT PROFESSIONAL

Innovative small business owner and highly creative strategic consultant with over 15 years of experience developing engaging websites, creating effective marketing strategies, designing visually captivating graphics, and producing memorable events. Results-oriented, with a passion for empowering people, building collaborative teams, and consistently delivering reliable solutions that exceed expectations.

PROFESSIONAL EXPERIENCE

Owner & Creative Director

303 Creative LLC | Littleton, CO | 2012—present

Experienced small business owner offering professional consultation services across multiple industries. Intrinsicly motivated to help my clients achieve their strategic goals through creative website design, graphic design, marketing, and event planning.

- + Served over 200 clients with a steady client satisfaction rate of 98%.
- + Adept at managing multiple projects while under pressure to complete timelines.
- + Interviewed guest on 80+ national television shows, radio broadcasts, and podcasts, including Fox News, ABC, NBC, and CBS. Featured guest speaker at public and private events, including the National Western Conservative Summit (2022 & 2023).
- + United States Supreme Court win (303 Creative LLC v Elenis), June 2023.

WEBSITE DESIGN

- + Designed over 125 websites utilizing WordPress, Wix, and Squarespace platforms.
- + Specialized website design experience, including for-profit and non-profit websites, weddings, e-commerce marketplaces, subscriptions, community portals, copywriting, graphic design, content management, website monitoring, analytics reporting, and campaign planning.

GRAPHIC DESIGN

- + Seasoned graphic design specialist with 15+ years of experience managing the complete design process, from conceptualization to delivery.
- + Skilled with Adobe Creative Suite (Photoshop, Illustrator, and InDesign).
- + Experienced in developing logos, brands, brand style guides, print and digital assets, document layout, digital storytelling, color palettes, and typography.

MARKETING

- + Skilled in short-term and long-term marketing strategies, including growth and retention, advertising, pay-per-click optimization, social media engagement, brand management, Customer Relationship Management (CRM), and communication tactics such as email marketing and customer engagement and retention.

EVENTS

- + Led the planning, implementation, and execution of over 50 private and public events, accommodating between 15 and 5,000 guests.
- + Developed event budgets of up to \$100,000, managed expenditures and revenues, negotiated vendor contracts, and reported outcomes to stakeholders.
- + Assembled and collaborated with teams to establish effective event strategies.
- + Managed event registration, ticketing, promotional materials, marketing, graphics, and volunteer recruitment and oversight.

INTERIORS

- + Served as the interior design consultant for a \$1.4M and \$1.3M professional office renovations. Provided design vision, selected and managed furniture, decor, and architectural finishes for the projects.



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DIGITAL RESUME

INTERPERSONAL SKILLS

DETAILED

MULTITASKER

CLEAR COMMUNICATOR

ORGANIZED

ACHIEVER

CREATIVE

INNOVATOR

RESOURCEFUL

PROBLEM-SOLVER

QUICK LEARNER

SERVICE-ORIENTED

RESPECTFULLY ASSERTIVE

STRONG WORK ETHIC

INTERESTS

SERVING OTHERS

THROUGH EXERCISING

THE GIFT OF HOSPITALITY

FINDING NEW CHALLENGES

AND CREATING EFFECTIVE

SOLUTIONS

EXPERIENCE CONTINUED

Community Relations & Events Manager

Front Range Christian School | Littleton, CO | 2017—2023

- + Served as the community liaison for a 450-student (preschool-twelfth grade) private school. Managed the school's public-facing social media presence through engaging content management. Managed the community parent volunteer program, produced 100+ events, and provided administrative support to the Head of School.
- + Redeveloped and launched school parent volunteer program, resulting in 10,000 volunteer hours per school year, which offset the school budget by \$100,000. Managed volunteer website, approved volunteer hours, and communicated volunteer opportunities. Secured and trained support staff and volunteers. Organized and directed trainings to ensure a clear understanding of event objectives, timelines, and roles.
- + Developed, planned, and executed 30+ annual events, including an annual fundraiser gala, auctions, employee retreats, all-school gatherings, professional development seminars, trainings, informational events, shareholder meetings, banquets, dances, Board of Director events, commencement and graduation, and more.
- + Secured event facilities, managed contract negotiations with vendors, secured featured speakers and talent, created security plans, and coordinated event vendors. Designed all event marketing materials while upholding the organization's branding standards and voice across all mediums. Managed attendee recruitment, registration, and communications. Entered, updated, and maintained shareholder contact information in the organization's Customer Relationship Management (CRM) software. Gathered budget requirements, themes, and desired outcomes from Leadership in preparation for each event. Controlled expenses, monitored resources, and limited overhead costs.
- + Reported to the Head of School, Leadership, and Board of Directors through continuous communication and strict attention to important details. Cross-collaborated with the Head of School, Director of Communications, Director of Operations, Director of Finance, and teams to execute projects with streamlined precision.
- + Served as the Association of Christian School International (ACSI) Speech Meet Coordinator for the Rocky Mountain Region (2018-2019). Managed event logistics, organized registration and travel arrangements for 125+ participants from three states, developed event timelines and agenda, managed event volunteers, designed event marketing materials, managed event budget, and reported monthly event progress and updates to ACSI Regional Director and School Leadership.

Event Producer

Colorado Mitzvah Mania | Denver, CO | 2008—2016

- + Directed and produced a 65-vendor, 1,000-attendee trade show for the Rocky Mountain Region for eight consecutive years.
- + Managed events from beginning to end, including solicitation of vendors, sponsorships, design and maintenance of event website, attendee registration, event marketing, event budgeting, management of vendor payments and invoicing, and supervision of event staff.
- + Produced events on time and under budget, with increased attendance every year.

Community Liaison

Arapahoe/Douglas Works! | Englewood, CO | 2009—2011

- + Developed and managed agency social media and website. Increased agency social media presence by 550% in one quarter. Led website redesign project and increased website hits by 175% in one year.
- + Produced and managed 20+ annual events.
- + Two-time *Employee of the Month* recipient.



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DIGITAL RESUME

Individuals like Lorie, who take the time to understand the customer, makes a true effort to provide the assistance one needs and then walks that extra step by accommodating the customer. Thanks for providing a great product and service. Other businesses should learn from you.

-Duane B.

Our church needed someone to design our website projects communication with the church. Lorie was able to do all expertly efficiently and professionally. I would recommend her for anyone for any project."

-Dix W.

"Lorie operates her business with 100% integrity."

-Sharon R.

EXPERIENCE CONTINUED

Marketing Coordinator

Klipp Architecture | Denver, CO | 2008—2009

- + Managed and streamlined agency external communications, sought out new project prospects, and developed agency project proposals, resulting in ongoing work for the agency.

Event Coordinator

Amy Toltz-Miller Special Events | Denver, CO | 2008—2016

- + Contributed to the planning and execution of various events, including non-profit fundraisers, vendor trade shows, and bar/bat mitzvahs. Managed event vendors, organized staff, oversaw marketing efforts, and directed day-of-event operations.

Marketing Director

Paula's Boutique | Greenwood Village, CO | 1999—2013

- + Managed marketing, advertising, website, and events for a family-owned business.
- + Organized fashion shows and events and participated in retail buying trips to national markets.
- + Produced annual community fundraiser fashion show to benefit teen suicide awareness in local area high schools.

Marketing Coordinator

Colorado Department of Labor and Employment | Denver, CO | 2002-2008

- + Collaborated with statewide teams to plan and execute annual events, including conferences with attendees ranging from 30 to 5,000. Coordinated event advertising, website design, and branding, and designed event marketing materials. Established event benchmarking process to ensure the success of future events.

EDUCATION

Bachelor of Science in Business Administration (B.S.B.A), Marketing emphasis
University of Colorado

VOLUNTEER SERVICE

Front Range Christian School | Littleton, CO 2023—Present
Middle School Girls Basketball Team Coordinator, Events Trainer, Cafe Volunteer.

Calvary South Denver Church | Littleton, CO 2022—Present
Facilities Cleaning Team Member.

Crosspoint Community Church | Centennial, CO 2011—2022
Women's Ministry Team Coordinator, Mothers of Preschoolers (MOPS) Program Co-Leader, Events Coordinator, Church Communications Coordinator, & Graphic Design.

Faith Defense Colorado | Centennial, CO 2015—2016
Website designer, marketing manager, graphic designer, outreach coordinator.

Westlake Board of Directors | Littleton, CO 2015—2018
Social Committee lead.

Professional Portfolio and Professional References available upon request.