

# Hope Smith

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## EDUCATION

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**Lehigh University**, Bethlehem, PA

May 2024

College of Arts and Sciences, High Honors

GPA: 3.65/4.0

- Major: Graphic Design, Minor: Entrepreneurship
- Dean's List multiple semesters
- IES Abroad: Madrid, Spain - Spring 2023

## PROFESSIONAL EXPERIENCE

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**Bauen** Fairfield, CT

**Graphic Designer**, (Contract)

September 2024 – Current

- Serves as the sole in-house designer, delivering solutions across various graphic needs, to support overall brand presence
- Led the point-of-sale design strategy for the product's retail launch, crafting tailored options to effectively highlight key selling points. Designed and produced hangtags, table tents, and decal stickers, managing the entire process from concept development to successful in-store implementation
- Developed and maintains a targeted social media strategy to reach parents in the Connecticut/New York area, that aligns with the brand's initial PR approach: boosting engagement and fostering local community connections through active social media campaigns to amplify word-of-mouth awareness

**Factory Innovation** Bethlehem, PA

**Graphic Designer** (Contract)

June 2023 – Current

- **Email Designer**: for better-for-you snack brand, [Pipcorn](#) – leveraged creative assets and brief to design weekly emails to drive consumer engagement and DTC sales; utilized Figma to collaborate with the design team and create email assets, executed and completed email projects leveraging Adobe Suite and Figma.

**Social Media Content Manager & Creator** (Contract)

June 2023 – Current

- **Social Media Content Manager & Creator**: for powdered hydration brand, [Hydrant](#) – developed social media strategy and managed monthly content calendar through Trello, identified pop culture insights to generate relevant and on-brand UGC style content ideas for brand founder, submitted and managed weekly content requests through Monday.com, collaborated with creative design team to execute concepts, wrote copy for social media post captions, managed and scheduled social media posts through Agorapulse, used Canva and Adobe Creative Suite to create UGC content and design assets

**Innovation Intern**

June 2022 – January 2023

- Research Assistant for partner and president – led competitive analysis/research across multiple categories; assessed pricing, documented in-store sets, compared ingredients, inferred brand value propositions and communications
- Conducted competitive analysis and data collection for a variety of clients in the areas of strategy formulation and new product development
- Interacted extensively with the company's senior management and regularly participated in brainstorming sessions and informal meetings to hash out ideas and strategies on a range of client projects

**Head Sailing Instructor at Noroton Yacht Club**, Darien, CT

September 2021 – September 2022

- Promoted to Head Sailing Instructor to lead a team of nine instructors to ensure high-quality and consistent service to the club's clients
- Assisted with the design, planning, and management of a sailing summer camp for more than 100 junior sailors
- Organized and provided private coaching

## LEADERSHIP EXPERIENCE

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**Vice President of Public Relations for Gamma Phi Beta**, Lehigh University, Bethlehem, PA

November 2021– January 2023

- Ensured that chapter goals were met and participants received a value-added experience by planning, and executing the chapter's publicity efforts and philanthropic events.
- Independently managed the chapter's social media platforms to ensure that a professional, positive image and brand were communicated

**Apparel Chair for Gamma Phi Beta**, Lehigh University, Bethlehem, PA

September 2021- June 2023

- Independently executed an end-to-end clothing design process. This included showcasing original designs, presenting mockups to the chapter executive board, sourcing garments, and contracting with local screen printers
- Designed a wide range of branded apparel for philanthropic and social events

**Teaching Assistant, Drawing I**, Lehigh University, Bethlehem, PA

August 2022 – December 2022

- Collaborated with Lehigh faculty to instruct 20 students, delivering interactive demonstrations of drawing techniques
- Developed targeted practice exercises to address learning gaps, improving student comprehension and skill mastery

## SKILLS, INTERESTS, & AFFILIATIONS

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Skills: Adobe Creative Suite, Figma, Capcut, Canva, Agorapulse, Monday.com, MS Suite, Intermediate Spanish

Interests: Watercolor Painting, Film Photography, Cooking, Clothing Design

Affiliations: Lehigh Art Architecture and Design Club, Apparel and Logo Design for on-campus clubs, Pickleball Club