

# TIMELINE

*Samantha Smith*

EDUCATIONAL PROFESSIONAL HISTORY

- 1985 - 1990 ..... Archbishops C of E School  
Five GCSE's C & above
- 1990 - 1991 ..... Canterbury Technical College  
BTEC First Diploma Art & Design • A Level Art
- 1991 - 1993 ..... Kent Institute Art & Design  
BTEC National Diploma  
Graphic Design
- 1993 - 1995 ..... Salisbury College of Art & Design  
BTEC Higher National Diploma Graphic Design
- \* ..... Student of the Year Award 1995
- 1995 - 1996 ..... **The Principals Group, London**  
As a junior designer I gained first-hand experience in brand marketing, retail graphics and project development, presenting to clients such as:  
BHS, Compass, Do it All, Evans, Fraser Milne Water, Holiday Inn, Millers Kitchen, Nuffield Hospitals, Queen Moat House, Roadchef & The Sea Life Centre, Brighton.
- 1996 - 1997 ..... **Maverick, London**  
At Maverick I developed my print/production and presentation skills within a diversity of work ranging from corporate literature to advertising. Working closely for the property market both in the UK and Europe for clients including:  
Hamptons, Drivers Jonas, Healey Baker, Farebrother, Nelson Bakewell, Knight Frank, Richard Ellis, Crosher & James, Abbey Life, British Gas & Prudential.  
  
**Along with advertising, POS & marketing materials for:**  
Smirnoff Mule, Grand Marnier, Cuervo Tequilla, Phillips Newman, The Berkeley Playhouse & Stringfellows.
- 1997 - 1998 ..... **Freelance**  
Projects for The Amber Room, Scalas Hair Studio, TGI Friday's, Starfish Entertainments & Ashleycarter Design.
- ..... **Ashleycarter Design, London**  
When I took up a full-time position at Ashleycarter I did not only grow with the company but helped the company grow. My knowledge and experience, now assisted me to lead a small team and project manage. From realising a brief, writing fee proposals, creative and client presentations, right the way through to print and production.  
My multidisiplined background gave me a solid base on which to continue working on a variety of projects such as corporate/visual identity and marketing collateral to packaging, websites, POS, environmental branding and name generation for clients including:  
Sainsbury's, eOffice, Silver Arrow, Fleet Street Travel, Cosmopolitan, Elan Waters, Hugo Boss, Unitel, Chinawhite, Alzheimer's Society, Workstation Solutions, Keith Prowse & Virgin Cinemas, Virgin Bikes & Virgin.com.
- \* ..... Starpack Bronze Award 1999  
(Phuse+, a range of six premium enriched spring waters with herbs & vitamins)
- \* ..... Starpack Bronze Award 2000 (Silver Arrow Energy Drink)
- \* ..... Fab - International Food & Beverage Creative Excellence Awards 2000  
(www.silverarrow.net)

2003 - 2009

**Linney Design, Nottingham (Top 20 design agency in the UK\*)**

With 8 years experience under my belt I progressed very quickly to a senior position within Linney Design. It was at Linney that I widened my experience much further through art direction, brand positioning and account development. This progression led me to become a creative director within the business. I was responsible for working alongside account directors to grow accounts, lead pitches and initiate new business, as well as consulting with clients directly and the creative development of colleagues.

I became instrumental in the growth and creative excellence of the business and my work continued at a fast pace on a wide variety of design projects, disciplines and market sectors. I also worked with the chairman on various work experience initiatives and programs which meant that I got some great opportunities to mentor students from school age to university graduates.

I encouraged new areas of expertise: running event, exhibition, environmental branding and interior projects, positioning myself neatly between the client, account director and designers. My reward: to work with some great people and brands including:

Mars (Petcare & Food), Bupa, Mothercare, Post Office, McDonalds, Whitbread, Triumph Motorbikes, Speedo, Slimming World, London School of Hygiene & Tropical Medicine & Molson Coors.

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May 2009 - Present

**Alilia, Worcestershire**

Combining my past agency experience and my little black book of contacts, I started Alilia in a barn surrounded by horses, trackers and Labradors! Since opening these barn doors Alilia has become a limited company, done the networking circuit, launched an art range on Notonthehighstreet.com and Heal's, London and worked with some lovely clients. Both little and large including:

Mars Petcare, Retail Brand Marketing, BAA Systems, Singha Beer, Aston University, Budweiser Budvar, Butlins, Pizza Hut, Inspired Gaming Group, American Craft Beer Co, & The Royal Mint.

\*Design Week 2009