

# Chanel R. Smith

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## PROFESSIONAL SUMMARY

Web Producer and Project Manager with over 20 years turning creative ideas into successful digital projects. I've built my career on being the person clients trust to get things done - whether that's managing 15+ concurrent projects, translating their vision into clear plans, or keeping everyone aligned when things get complicated. I love the challenge of coordinating teams, solving problems on the fly, and delivering work that makes clients genuinely excited.

## CORE COMPETENCIES

### Project Management and Client Relations

- Multi-project coordination across concurrent timelines
- Primary client contact and stakeholder management
- Scope assessment, change management, and risk mitigation
- Meeting facilitation, agenda preparation, and detailed follow-up documentation
- Web project management, digital project management, agency project management

### Web Production and Coordination

- Cross-functional team leadership, including designers, developers, and researchers
- Project planning in Google Workspace, including Google Docs, Google Sheets, Google Drive
- Quality assurance, asset management, and delivery oversight
- WordPress, Squarespace, HTML, CSS production support

### Technical Skills

Google Workspace, Google Docs, Google Sheets, Google Drive, Figma, Adobe Creative Suite, WordPress, Squarespace, Mailchimp, Trello, Dubsado, HTML, CSS, WCAG accessibility standards, responsive design

## PROFESSIONAL EXPERIENCE

*Creative Director and Web Producer*

**WPD Media** | Remote/Atlanta, GA | 2003 - Present

- I'm the go-to person for 15+ web projects running simultaneously - from initial client calls to final delivery
- When clients have scope questions or budget concerns, they come to me for honest assessments and practical options
- I build project plans that actually work, keep dependencies clear, and make sure everyone knows where to find what they need
- My weekly status calls are known for being efficient and productive - I document everything and follow up within 24 hours
- I've successfully launched over 200 web projects, and my clients keep coming back because I make the process smooth
- Whether coordinating freelance designers or troubleshooting last-minute changes, I keep projects moving forward

## *Lead Web and Graphic Designer*

**AAMBC Inc.** | Atlanta, GA | January 2008 - Present

- I lead major projects like our annual Black Writers Weekend conference (500+ attendees) from creative concept to execution
- When multiple stakeholders have competing ideas, I facilitate discussions that actually resolve conflicts and move us forward
- I manage everything from vendor relationships to final quality checks - my team knows they can count on me to catch details
- I've learned how to translate "make it pop" feedback into actionable design direction that everyone can work with
- My organized approach to asset management means we never lose files or miss deadlines, even with complex multi-channel campaigns

## **KEY PROJECT HIGHLIGHTS**

Black Writers Weekend Web Platform

- Led full project lifecycle from stakeholder interviews through launch
- Coordinated content strategy, UX planning, and WordPress development
- Managed multiple feedback loops from 8+ internal stakeholders
- Delivered on time for annual event with 500+ conference attendees

SoulCanvas Digital Initiative

- Served as primary client contact for visual branding and website redesign
- Facilitated user research coordination and content architecture planning
- Managed dependencies between brand development and web implementation
- Created organized project documentation and asset management system

## **EDUCATION**

Internet Web Design and Marketing

Gwinnett Technical College - Lawrenceville, GA

## **TECHNICAL PROFICIENCIES**

Basecamp, Google Workspace, Google Docs, Google Sheets, Google Drive, Figma, Adobe Creative Suite, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, WordPress, Squarespace, Mailchimp, Trello, Dubsado, HTML, CSS, WCAG Accessibility Standards, Web Design, Digital Project Management, Web Production, Project Management