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# bianca smith

## experience

### Verizon, Graphic Designer/ Storyteller

Basking Ridge, New Jersey Aug 2019- present

- Discover Daily; digital marketing tool for representatives at Verizon stores across the U.S. (80% of time)
- Part of Principal team that created Discover Daily app
- Created 20-page user manual
- Generated scalable images within the Verizon aesthetic
- Collaborated with development team in U.S. and India
- Voice of Discover Daily: wrote, recorded, and edited audio for promos and product launches
- Operations and Outreach (20% of time)
- Prepared keynote templates for web platform reporting
- Updated marketing decks quarterly to align with brand
- Spearheaded team building/volunteer activities quarterly
- Mentored high schoolers prepping for college

### Verizon, Solutions Manager

Paramus, New Jersey Dec. 2018- Aug.

- Managed a team of 12 sales reps
- Developed sales contest to help sales reps exceed sales quota
- Executed opening and closing store protocols
- Adhered to store visual merchandising guidelines
- Understood and followed-up with customer disputes

### Verizon, Solutions Specialist

Tempe, Arizona - New Jersey Feb. 2014- Dec.2018

- Creator of district-wide newsletter
- Demonstrated ability to earn guests trust and close sales opportunities
- Over-indexed sales quota monthly by at least 10%
- Instructed customers on how to operate new devices
- Grassroots advocate; planned and executed local events to fuel traffic and sales

### Boys & Girls Club of SW Oregon, Technology Coordinator

Coos Bay, Oregon Jan. 2013- Nov. 2013

### The John G. Shedd, Ticket Office Assistant

Eugene, Oregon Aug. 2011- Jun. 2012

### UO Recreation Center, Rockwall Supervisor

Eugene, Oregon Sep. 2009- Jun. 2011

## education

### University of Oregon

Eugene, Oregon  
*Bachelor of Science*  
Digital Arts  
2013

## skills/ interests

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Google Platforms & tools  
Illustration  
Wireframing  
Cooking/baking  
Sports (cycling, rock climbing, running)  
DIY projects (furniture restoration)

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