

Anais Carla Smith

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Professional Summary

Creative and organised professional with a background in Graphic Communication and a passion for marketing, design, and people-focused work. At Saunders Boston Architects, I support operations, communications, and event planning, bringing a mix of creativity, reliability, and problem-solving to the team. My experience includes branding, social media, and content creation, and I'm confident working with both people and projects to help things run smoothly and make an impact.

Work Experience

Administrative Assistant, Saunders Boston Architects: Feb 25 - Present

- Provide front-of-house support, ensuring a welcoming and efficient visitor experience
- Manage calls, emails, and calendars to streamline daily operations
- Oversee office organisation, supply management, and vendor relations
- Plan and execute in-office events and CPDs, handling all logistics
- Create compelling presentations and content to enhance communications and brand presence

Seasonal Customer Service Agent, Hotel Chocolat: Sept 24 - Jan 25

- Set the standard for exceptional customer service
- Assist with orders, recommendations, and issue resolution
- Provide personalised service across channels, reflecting the brand's voice

Retail Assistant, Typo: Nov 23 - Sept 24

- Provided service with a smile, offering courteous, helpful advice to best meet customer needs
- Delivered outstanding customer service by proactively assisting customers in selecting merchandise and completing purchases
- Assisted with cleaning duties to maintain high standards in-store presentation and hygiene

Junior Graphic Designer, Horizon Retail Marketing Solutions Ltd: Oct 22 - Nov 23

- Oversaw design development from concept to completion, including branding graphics, print design and marketing collateral
- Created quality, high-res digital image files for use in digital and traditional printing methods
- Facilitated coordinated branding approach and worked within brand guidelines to bring concepts to fruition
- Remained up to date with web design best practices and industry trends
- Mastered Adobe Creative Suite and Photoshop Illustrator to support design work and image editing needs

Education & Qualifications

Norwich University of the Arts 2019 - 2022

BA (Hons) Graphic Communication: **Upper Second Class (2:1)**

Long Road Sixth Form College - 2016 - 2018

- Level 3 Cambridge Technical Introductory Diploma in Media: **Distinction***
- Level 3 Cambridge Technical Introductory Diploma in Art and Design (Photography): **Distinction**
- Pearson BTEC Level 3 National Extended Certificate in Performing Arts: **Merit**

GCSEs A-C Grades: English Language, Maths, English Literature & more

Skills

- Organisation & Time Management
- Adaptability & Initiative
- Attention to Detail
- Customer Service
- Emotional Intelligence
- Event Coordination
- Critical Thinking
- Creativity

Technical Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)
- Microsoft Office Suite
- Canva
- Social Media Platforms

Websites, Portfolios & Profiles

- <https://www.linkedin.com/in/anais-carla-smith-b32097176/>
- <https://anaiscarla.com>



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