

# Cynthia Faber Smith

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**Gallop Strengths: Empathy • Developer • Connectedness • Strategic • Belief**

## Skills

- Writing, editing, and proofreading to ensure clarity and consistency to brand/mission
- Brand development and brand integrity
- Public relations and communications
- Cross-platform content creation/curation, publication strategy, and asset development
- Direction of freelance writing talent, illustration, graphic design, videography, and photography
- Adobe Creative Suite, Microsoft Office Suite, e-marketing, WordPress, Google Docs, asset management systems, presentation tools
- Collaborative project management
- Customer Relationship Management, nonprofit and volunteer management
- Local, State, and Federal grant writing

## Experience

**Content and Creative Manager**—Tile Council of North America (TCNA), Anderson, SC, 2018-present. TCNA is a nonprofit association representing ceramic tile manufacturing in North America with offices and laboratories in the US and Mexico. TCNA is recognized for leading research and innovation, facilitating the development of international industry performance standards, and advocating for health, safety, and fair trade. My primary responsibility with TCNA is as the digital content manager for a national public relations marketing campaign promoting the benefits and craft of ceramic tile.

- Curate/create strategic content and resources for [www.WhyTile.com](http://www.WhyTile.com) to serve both the industry and consumer audiences, including website development and UX oversight
- Conceptualize and design print and digital ads for Why Tile, International Product Assurance Laboratories (IPAL), and TCNA
- Ensure accuracy, clarity, and consistency of TCNA, IPAL, and Why Tile communications
- Design TCNA and IPAL trade show booth visuals and collateral publications
- Monitor industry trends, related topics, SEO data, and Google rankings for content leads and community growth
- Liaison and manager of external agency services
- *On my table*—whitepapers on slip resistance and issues associated with plastic flooring; blog posts on sustainability and new design trends; short videos for CEUs and social content

**Director of Advancement/Director of Communications**—Legacy Advancement, Greenville, SC, 2013–2018. Legacy Advancement is a nonprofit public foundation supporting educational opportunities and wellness for underserved children through the [Legacy Early College](#) K5 – 12th grade innovative charter school model. My accomplishments advancing the success of Legacy Early College include:

- Installation and operations to establish the Legacy Advancement public foundation
- Liaison with diverse community members and peer nonprofits to foster relationships
- Established Legacy as a trusted leader and source of qualitative and quantitative data for earned media coverage and 700% organic social network growth
- Writing, concept, and design of event, recruitment, op-eds, and marketing materials
- Development of a food service RFP to serve 1300+ meals, three times per day
- Project management of a \$381K Federal Department of Education grant and local foundation grants up to \$145K, grant writing and editing, and sponsorship solicitations
- Brand and mission integrity across all school levels (elementary, middle, high school)
- Event production for 250+ guests
- Facilitated awards for Legacy's community impact from Live Well Greenville, The Riley Institute, and the President's Council on Sports, Fitness, and Nutrition

**Director of Publications**—[Converse College](#), Spartanburg, SC, 2011–2013. Creative leader for the Department of Marketing and Enrollment to meet the strategic communication needs of Converse for events, academics, recruitment, donor relations, and alumnae engagement.

- Redesigned the editorial and visual direction of the Converse alumnae magazine
- Developed a comprehensive student recruitment program for the School of the Arts
- Collaborated with development officers and alumnae on fundraising campaigns

**Senior Art Director**—[Highlights for Children](#), Honesdale, PA, 2003–2011.

Designed the monthly children's magazine, *Highlights*, and digital content.

- Art directed 35+ freelance illustrators and photographers per monthly issue
- Led visual process of first redesign in 25 years with collaboration of input from both the traditional editorial focus and contemporary content needs based on family and child focus groups
- Continuous evaluation of visuals and content strategies for an ongoing culture of excellence
- Produced the three-day annual *Highlights* Illustrator Party, requiring a staff team that proliferated a party themes for all ages, secured lodging, catering, and entertainment for 300+ guests
- Represented *Highlights* at public appearances and as workshop faculty
- *Highlights* branding consistency and initiated the branding of international and retail products

**Design Director**—*Science* magazine, [American Association for the Advancement of Science](#), Washington, DC, 1992–2003. Directed the design of a weekly, peer-reviewed scientific journal, informational graphics, special issue design, art acquisition from illustrators, photographers, designers and professional vendors.

**Graphic Designer**—*Insight* magazine, Washington, DC, 1988–1991. Incorporated illustrations, photographs, and/or graphics into a cohesive page design for a newsweekly, designed special advertising supplements, and created informational graphics.

**Visual Information Specialist**—The White House, Executive Office of the President, Office of Administration, Publications Division, Washington, DC, 1986–1988. Fulfilled graphic needs for all White House divisions to be used in print, presentations, and special events, assisted the Chief of Publishing with the coordination of printing, prepared contracts and billing reports with the Government Printing Office, Department of Defense, and independent vendors, and fulfilled photography assignments for the Office of Administration. Top-secret clearance while employed.

### Education

**MFA**—Vermont College of Fine Arts, Montpelier, VT, Creative Writing

**Publications Specialist Certificate**—George Washington University, Washington, DC, (two-year comprehensive study of publication design, production, editing, marketing, and management)

**BA**—Furman University, Greenville, SC. Studio Art

**Presentations:** [The Afterword](#) (podcast [Part 1](#) & [Part 2](#)); Navigating the World of Grant Procurement, DHEC and Allen University, *Legacy*; Hidden Pictures Workshop, *Highlights*; Advanced Illustrators Workshop, *Highlights Foundation*; University of Mississippi, Magazine Innovation Center, *Highlights*; Writers Workshop at Chautauqua, *Highlights Foundation*; Institute of Children's Literature (web chat) *Highlights*; Image and Meaning Conference, MIT, *Science*; Envisioning Science, MIT, *Science*.

**Awards:** Live Well Greenville Healthy School, Healthy Workplace, and Healthy Afterschool, *Legacy*; Riley Institute Diversity Award K-12 School, William "Bill" T. Wylie Valued Lives Award for School Excellence in Diversity, *Legacy*; Spirit of Legacy (employee award); Association of Educational Publishers, redesign, *Highlights*; Council of Biology Editors, redesign, *Science*; Mercury Awards, "History of the Drug War;" *Insight*.

**Design Portfolio:** [Cynthia Faber Smith Graphic Design](#)

[FaberSmith Press & Pottery](#) on Facebook