

Cynthia Faber Smith

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Creative communications leader with 15+ years of experience in strategic content creation, graphic design, public relations, and grant writing within non-profit and corporate environments. Proven ability to develop engaging content, build strong relationships, and manage funding to support organizational objectives.

Skills

Technical Skills: Adobe Creative Suite, Microsoft Office Suite, WordPress, Google Docs, UX strategies

Communication Skills: Content Creation, Public Relations, Grant Writing, Editing, Proofreading, Internal/External Communications, Presentation Skills

Management Skills: In-house/Agency Management, Customer/Donor Relationship Management, Project Management, Volunteer Management

Industry-Specific Skills: Knowledge of scientific, technical, publishing, and manufacturing industries, as well as the creative arts, animal welfare, and education communities.

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, promoting artistic and manufacturing advancements, and advocating for health, safety, and fair trade.

- Creator and editor of strategic content and resources for Why Tile®, a national public relations marketing campaign promoting the benefits and craft of ceramic tile
- Print and digital designer, including ad creation, collateral publications, and trade show booth elements for Why Tile®, International Product Assurance Laboratories (IPAL), and TCNA
- Copywriter ensuring accuracy, clarity, and consistency of TCNA, IPAL, and Why Tile® communications
- UX and feature development of www.WhyTile.com to increase reader engagement
- Manager of external creative services and liaison with subject matter experts
- Grant writer and award manager of a [\\$2.2M federal Environmental Protection Agency research grant](#)

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:

- Created initial operations for the establishment of the Legacy Advancement public foundation
- Fostered relationships and sponsorships with community members and peer nonprofits
- Elevated Legacy's brand and public image, resulting in a 700% growth in organic social media reach and a significant increase in earned media coverage. This was achieved by establishing Legacy as a trusted thought leader and source of qualitative and quantitative data within the community.
- Conceptualized, wrote, and designed event, recruitment, op-eds, and marketing materials
- Secured a \$381K federal Department of Education grant and \$145K in local foundation grants
- Ensured brand and mission integrity across all school levels (elementary, middle, high school)
- Produced events for 250+ guests
- Secured the Live Well Greenville Healthy School award for Healthy Workplace and Healthy Afterschool; the Riley Institute K-12 School William "Bill" T. Wylie Valued Lives Award for School Excellence in Diversity; the President's Council on Sports, Fitness, and Nutrition Leader Award (for Executive Director); and received the Spirit of Legacy employee award

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
- Collaborated with multidisciplinary teams on visual and content strategies
- Produced the three-day annual *Highlights* Illustrator Party, requiring a staff team that proliferated a party theme for all ages, secured lodging, catering, and entertainment for 300+ guests
- Represented *Highlights* at public appearances and as workshop faculty
- Ensured *Highlights* branding consistency and initiated the branding of international and retail products
- Received the distinguished Gold Award from the Association of Educational Publishers for the redesign of *Highlights*

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. Received Gold Honors from the Council of Biology Editors for the redesign of *Science*.

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. Awarded by the Mercury Awards and earned the Blue Smoke and Mirrors Award for Best Design for “History of the Drug War;” *Insight*.

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

Writing Samples and Design Portfolio: <https://fabersmithpressandpottery.com/cynthia-faber-smith/>

Pottery Portfolio: <https://fabersmithpressandpottery.com/>