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Carol Smith-McGee is a seasoned marketing professional and graphic designer with expertise spanning publications, marketing communications (MARCOM), and federal proposal development. Her passion lies in combining creativity and strategy to craft compelling visual narratives that drive engagement and deliver measurable results.

Carol has honed her skills in Adobe Creative Cloud and Microsoft Office Suite, enabling her to adapt seamlessly to diverse projects and teams. Her professional journey reflects a dedication to innovation, brand consistency, and operational excellence.

Carol thrives in dynamic environments, whether collaborating with teams or working independently. Known for being a fast learner and problem solver, she is adept at juggling multiple priorities while delivering high-quality, on-time results.

Experience

Owner/Creative Director, Smith-McGee Designs, LLC, North Augusta, SC (remote), 2023–Present

Clients/duties include:

- North Augusta Chamber of Commerce, North Augusta, SC
 - Remote, part-time, 1099 position
 - Managing and creation of social media (Facebook, Instagram, LinkedIn) posts, events, graphics, and campaigns
 - Updating/maintaining the Chamber Community Calendar
 - Creation/distribution of weekly and bi-weekly e-newsletters (Constant Contact)
 - Design of various printed materials
- Savannah River Site Heritage Museum, Aiken, SC
 - Remote, part-time
 - Creation/distribution of quarterly e-newsletter (MailChimp)
- Rotary Club of Aiken, Aiken, SC
 - Remote, part-time
 - Creation/distribution of weekly e-newsletter (MailChimp) as well as a printed version (InDesign)
 - Design of various printed materials including a 56-page member directory (InDesign)
- Various Clients
 - Logo design
 - Printed promotional pieces—i.e., banners, signs, flyers, etc.
 - Social media account management

Marketing Manager, Sigma Science, Inc., Albuquerque, NM (remote), 2023–2025

- Grew their LinkedIn followers from 1,400 to more than 4,500
- Created templates (Word/PowerPoint/Illustrator/InDesign) to apply consistent branding to all internal and external materials
- Migrated their internal newsletter from Outlook to MailChimp, improving the design and making it easier to read from all devices, as Internal Communications Lead

Education

- Bachelor of Fine Arts, Mississippi University for Women (Columbus, MS)

Professional Development

- LinkedIn Learning: Time Management, Inclusive Leadership, Managing Virtual Teams, Project Management for Creative Projects
- Darla Moore School of Business: Strategic Thinking, Business Development Communication

Career Highlights

- Grew LinkedIn followers by 220% at Sigma Science, enhancing brand visibility.
- Spearheaded branding initiatives that defined and introduced the Amentum visual identity, earning the Amentum Athlon Award for Innovation in 2021.
- Managed graphic designers/production team for multi-billion-dollar federal proposals, contributing to several high-profile wins.



- Worked federal proposals as Proposal Coordinator with duties that included page layout and editing (Word); graphic creation (Illustrator); and final submittal preparation (Acrobat)
- Stepped in while the company was between Business Development (BD) lead/proposal manager, helping with light capture work
- Created tradeshow displays (Illustrator), worked tradeshow booths/stakeholder engagement

Senior Graphic Design/Illustrator, Amentum, Aiken, SC (hybrid, then remote), 2010–2023

- Worked in the National Security Business Group's BD Team where she served as production manager/supervisor on large and small federal proposal efforts, submitting to the U.S. Departments of Energy (DOE) and Defense, and other federal/state clients. In this role, she:
 - Served as Production Manager/Creative Director, supervising graphic artists, on three DOE Tier 1 (multi-billion-dollar) proposal efforts, all of which the company won
 - Supported/worked all aspects of proposals publication (on large and small efforts) including:
 - Conceptualized and created proposal graphics (Illustrator)
 - DTP and editing (Word/InDesign)
 - Manipulated photos (sizing, color correction) (Photoshop)
 - Created/designed cover, title page, and tabs/divider page (Illustrator/InDesign/Word)
 - Prepared electronic submittal files (Acrobat); assembled and shipped hard copies when required
- Provided support to the entire business group, as well as group-level MARCOM, through:
 - Creation/format of presentations (PowerPoint)
 - Layout of brochures and flyers (Word/InDesign/Illustrator)
 - Design of tradeshow booth panels/displays (Illustrator)
 - Design and copywriting highway billboards (Illustrator)
 - Conceptualizing/creating both print and online advertisements (Illustrator/InDesign)
 - Edited internal and external announcement/releases (Word)
 - Worked tradeshow booths/stakeholder engagement
- Matrixed to the Corporate MARCOM Team:
 - Served as the point of contact for corporate branding, ensuring all materials produced across the company were in branding compliance
 - Created/oversaw all aspects of the initial Amentum visual brand at company launch (2020) including social media graphics (Illustrator), flyers/brochures (Word/InDesign), print/online advertisements (Illustrator/InDesign), and tradeshow displays (Illustrator)
- Received internal/corporate awards:
 - Amentum Athlon Award for Innovation (Individual) for her “innovation and creativity in creating the recognizable look and feel of the Amentum brand after single-handedly creating the graphics that defined and introduced Amentum to its communities, customers, and the broader government market” (2021)
 - URS Pyramid Award for her performance on a winning proposal team—DOE's Waste Isolation Pilot Plant Recompete (2013)

Prior Experience

- Graphic Designer, Morris Visitor Publications, Augusta, GA
- Graphic Designer, National Wild Turkey Federation, Edgefield, SC
- Creative Director, The Commercial Dispatch, Columbus, MS
- Art Director, The Canine Chronicle, Columbus, MS