

Valerie Smart

Adaptable communication professional with a strong foundation in photography, studio production, and visual storytelling.

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Education

B.A., Communication (Digital Media) - Minor: Photography

Loyola University Maryland | 2016 – 2020 | Cum Laude

- Phi Beta Kappa Lambda Pi Eta [CM Honors Society]
- Coursework: Photography (film & digital), Production (pre- to post-), Graphic Design, Field Production, Digital Tools (incl. Web design), Studio Lighting, TV Studio Production, and Sound Design.

Certifications

Color Grading with DaVinci Resolve: Beginner to Advanced - Udemy | May 2023

- Node-based workflows, LUTs, primary/secondary color correction, and cinematic looks using DaVinci Resolve.

Work Experience

The Fresh Market - Lakewood Ranch, Florida | 2024 – Present

Assistant Grocery Manager [March '25 - Present]

- Oversee daily operations, lead a team of 10+, manage inventory and customer service, and curate seasonal displays using visual merchandising principles.

Floral Specialist [September '24 - March '25]

- Designed floral arrangements and displays, coordinated special orders with vendors, and maintained visual standards to support brand identity and customer experience.

Center Store Team Member [March '24 - September '24]

- Assisted with product layout and in-store visual organization following brand guidelines.

Rev | 2023-2024

Freelance Closed Captioner

- Provided closed captioning services for various media content, ensuring accuracy and compliance with accessibility standards, while managing deadlines and deliverables in a freelance capacity.

Freelance Photographer | 2019 – Present

- Photograph portraits and headshots for graduations and professional use, delivering high-quality images aligned with client branding and personal identity.
- Organize shoots, handling pre-production tasks such as scheduling, location scouting, equipment setup, and shot planning to ensure smooth execution.

GreyComm Studios – Baltimore, Maryland | 2016 - 2020

Vice President and Producer

- Supervised content production, guided equipment selection, and oversaw a team of 12.
- Produced video content from concept to completion, managing all stages of production—including planning, multi-camera filming, editing, and post-production—to deliver dynamic and engaging final products.
- Edited video and podcast content for on-campus initiatives, crafting mission-driven stories and ensuring brand consistency across multi-format projects using Adobe Premiere Pro and After Effects, with a weekly turnover of new content.

Training Manager

- Recruited, trained, and instructed peers in studio production, content development, and software utilization (Adobe Creative Suite), while directing hands-on workshops on cameras and studio equipment that increased proficiency with Canon, Sony, and Panasonic DSLR/mirrorless systems.

Graphic Developer and Photographer

- Created logos and photographic content for social media, video projects, and event coverage, capturing key moments and visual narratives to enhance promotional materials.
- Implemented motion graphics for video projects using Adobe After Effects, enhancing visual storytelling and audience engagement.

Published Work & Exhibitions

2020 - Photography published in *Corridors* (magazine)

2020 - Photography published in *Photography Behind the Lens: A Backpack Approach* by Herbert Jay Dunmore

2019 - Professional Practices Show at *Julio Fine Arts Gallery*

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2019 - Writing Center Mini-Exhibition at *Loyola University Maryland*

Skills

Software: Adobe Creative Suite, DaVinci Resolve, Microsoft Office, G Suite, Slack

Production: Directing, Producing, Writing, Photo and Video Editing, Animation, Lighting, Color Grading

General: Fully Bilingual (Spanish and English), Proficient in Various Camera Models