



Tamara LaRee Smart, M.A.  
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## Education

Master of Arts in Psychology and Expressive Arts – California Institute of Integral Studies  
Bachelor of Arts in English – University of California, Los Angeles

## Experience

2000-Present

Freelance Writer, Editor & Creative Consultant

Copywriting, editing, content development and creative consultation for a wide range of independent and corporate clientele. Specialized services include brand strategy and content creation for web and e-mail, press materials, social networking, adverts and creative marketing collateral.

2009-2011

Writing Editor – California Institute of Integral Studies, International Student Services Department  
Copy editing and communication tutorials for Bachelor's, Master's and Ph.D. students with diverse backgrounds, audiences and cultural communication styles.

2007-Present

Founder, Director & Producer – Dance for Another Day

Program development, targeted marketing, fundraising and advertising for charity dance benefits and community outreach programs raising awareness and funds for the Alliance for Lupus Research. Strategic communication efforts include grant proposals, press releases, informational brochures and web-based networking and promotions.

2005-2007

Senior Project Manager, Copywriter & Editor – Gershoni Creative Agency

Leading all internal as well as client-side project plans and communications while providing in-house copywriting, editing and production services for such top tier clients as Apple, Patrón Spirits and the Webby Awards.

2003-2005

Product Development Manager – 5.1 Entertainment

Content creation and production management for award-winning multimedia products, including on-screen assets, liner notes, wireframes, web content, press releases, sell-sheets and new project proposals for the Silverline Classics, Silverline Records & MyUtopia Recordings record labels.

2002-2003

Lead Marketing Specialist – C&D Solutions/SHARP Electronics

Consulting on retainer to conceive and implement new brand presence via special events, advertisements, sell-sheets, press releases, web content and targeted e-mail marketing initiatives.

## Clients

- 5.1 Entertainment
  - DVDLauncher.com
  - MyUtopia Recordings
  - Silverline Classics
  - Silverline Records
- AKQA
  - VISA Loyalty Marketing
  - VISA Offers
- American Golf Corporation
- Aris Vision Correction Centers
- Bloom Energy
- C&D Solutions/SHARP Electronics
- California Institute of Integral Studies
- California Pacific Medical Center
- Cheryl Burke Dance
- Dance for Another Day – Charity Dance Showcase Benefiting the Alliance for Lupus Research
- Dreamscape Pools
- Freeplay Dance Crew – "L1FE" (Winner of the Zellerbach Family Foundation Grant)
- Gasoline Alley Thunder Roadsters
- Gershoni Creative Agency
  - Apple
  - Patrón Spirits Company
  - Roth Vodka
  - Tiffany Shlain – "The Tribe" (Winner of Sundance Critic's Choice & Tribeca Film Festival Official Selection)
  - Webby Awards
- Grammy Award-Nominated Recording Artist, Gingger
- Gnosis Dance Collective
- Billboard Chart Recording Artist, Joshua Klipp
- Outertop
- Producer, David Peters
- Ritz-Carlton Half Moon Bay – Winter School
- UCLA Alumni Association