

Sally Cooper Smith

2820 BELL AVENUE, DES MOINES, IA 50321 // 515.244.4133 // sally@coopersmithco.com

Sally Cooper Smith has devoted her career to honesty and intelligence in marketing communications. Her firm Cooper Smith & Company transcends the usual function of a design studio. "We're really communications strategists," she says. "We look at our client's objectives and audience, and design communication that connect the two in a relevant, memorable way." As President and Creative Director of Cooper Smith & Company, the marketing and design firm she founded in 1993, her studio's work has been published internationally in PIE Books, Graphis, Communications Arts and Studio magazines, and has received recognition including the Davey Awards, the ADDYs®, and the Art Director's Association.

A multi-dimensional artist, Sally graduated with honors from Iowa State University, where she majored in graphic design and minored in dance. She continues to be involved with her alma mater, teaching professional courses and frequently appearing as a guest speaker to design classes.

Sally brings her experience in branding, communications, marketing and business management to the boards of the many nonprofits she contributes her time to. She is a past president of the Des Moines Symphony Ambassadors, the Civic Music Association and the Art Director's Association of Iowa. Sally currently serves on the boards of the Rotary Club of Des Moines, A.M. and Ballet Des Moines.

EXPERIENCE

FOUNDER, PRESIDENT, CREATIVE DIRECTOR

Cooper Smith and Company, *June 1993 – Present*

Cooper Smith & Company works extensively in developing integrated brand-driven identities, marketing promotion, and communication campaigns for clients in direct consumer and business-to-business markets, specializing in growing small- to medium-sized businesses. We believe that well-designed, well-managed brands make a corporation come alive. We further believe that—just like a reputation—a well-designed brand precedes you.

DESIGN DIRECTOR

DesignGroup, Inc., *1987 – 1993*

GRAPHIC DESIGNER

Meredith Corporation, *1983 – 1986*

EDUCATION

Iowa State University, *1979 – 1982*

Bachelor of Arts, Graphic Design, Minor in Dance

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ORGANIZATIONS

Industry Associations

Academy of Interactive & Visual Arts
Art Directors Association of Iowa; Past President & Board Member
American Advertising Federation of Des Moines
Iowa Entrepreneur's Coalition
National Association of Women Business Owners

Community Activity

Ballet Des Moines, Past Board Member
Civic Music Association, Past Board Member
Des Moines Playhouse Marketing Committee
Des Moines Symphony Service
Greater Des Moines Leadership
Iowa State University Graphic Design Advisory Board
Rotary Club of Des Moines, A.M., Past Board Member

HONORS & AWARDS

- 2011 Design Achievement Award; Iowa State University College of Design
The award recognizes outstanding mid-career creative and professional achievements of alumni in the fields of architecture, art and design, community and regional planning, and landscape architecture.
- 2010 Addy Awards Judge; American Advertising Federation-Akron

Cooper Smith & Company work has been recognized internationally in Communication Arts Magazine, Creative Quarterly, PIE and Logo Lounge Books, Graphis and Studio (Canada) as well as nationally and regionally in design competitions:

- 2014 Published; Logo Lounge 8
- 2013 Award of Excellence; Art Directors Association of Iowa
- 2012 Award of Excellence; Art Directors Association of Iowa
- 2011 Professional Communication Award, Newsletter; Tree Care Industry Association
Silver Award, Advertising Campaign; International Davey Awards
Published; Logo Lounge 6
- 2010 Published; Design Annual 51, Poster Design; Communication Arts Magazine
Award, Advertising Campaign; International Davey Awards
- 2005 Gold Award, Product Launch Campaign; International Davey Awards
Silver Award, Billboard Design; International Davey Awards
- 2002 Silver Award, Identity Design; Art Directors Association of Iowa
- 2001 Silver Award, Sales Promotion; Art Directors Association of Iowa
- 1999 Best of Show; Art Directors Association of Iowa
- 1998 Best Use of Typography Award; Art Directors Association of Iowa
- 1994 Third Place HOW Magazine International Annual of Design Competition
Two entries in PIE Books original collection of graphic art
- 1993 Addy; Des Moines Ad Pros
Citation of Merit; Des Moines Ad Pros
- 1992 ADDY; Des Moines Ad Pros
ADDY; Midwest Region Ad Pros
Best Use of Special Effects; Art Directors Association of Iowa
Published; 1992 Graphis Poster Annual
Bronze Award; Neenah Paper Company