

**J. ASHLEY PANTER**

**CREATIVE MARKETING EXPERT**

[WWW.JASHLEYPANTER.COM](http://WWW.JASHLEYPANTER.COM)

**HELLO,**  
**I WOULD**  
**LIKE TO** *work*  
**FOR YOU!**

# CREATIVE THOUGHT, WORDPRESS EXTRAORDINAIRE, BRANDING EXPERT, BUSINESS CARD GURU, AND AN ADVERTISING AND MARKETING MASTERMIND.

## ABOUT ME:

I consider myself to be a rare find as a marketing expert. I not only have training in targeting an audience and engaging their interest, but I also have experience in marketing, graphic design, website design and management, social media marketing, web analytics, and other professional qualities. I strongly believe that my self starting and goal driven attitude makes me a desirable candidate for any company looking for growth.

Unlike most marketing professionals, I understand both the marketing world, as well as the technical world. I am a great mediator between both marketing and technology departments and often help both departments communication their language to the other side and help translate concepts into functional designs for both sides. Along with understanding both marketing and technology lingo, I have a raw talent for design and have experience in the graphic design industry as well.

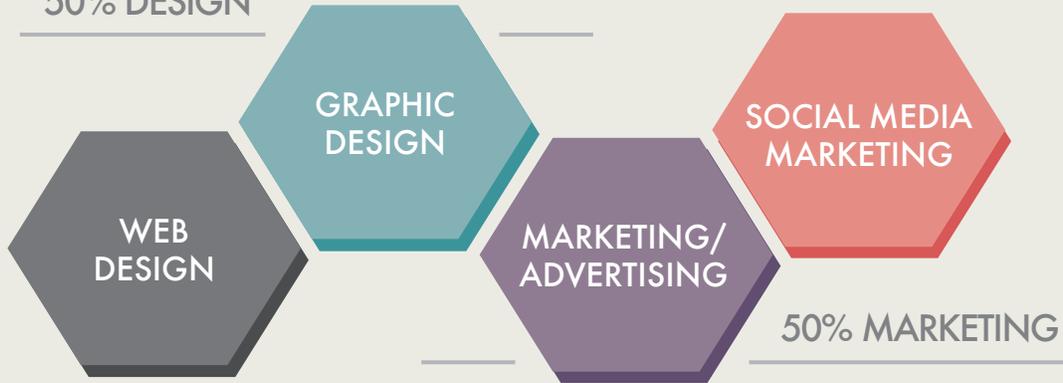
SCAN THE QR CODE TO VISIT MY WEBSITE:



# PROFILE

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50% DESIGN



## SKILL SETS

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Adobe Creative Suite

Microsoft Office

Microsoft PowerPoint

Constant Contact

Project Management System

HTML

WordPress

Prezi

Notepad++

AP Style

Google Analytics

Social Media Analytics

HootSuite

Macromedia Freehand

...and more!

## EDUCATION

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- 2009-2012      AUGUSTA STATE UNIVERSITY  
Bachelor of Arts Degree  
Communications: Public Relations  
Minor: Graphic Design
- 2008-2009      UNIVERSITY OF WEST GEORGIA
- 2007-2008      YOUNG HARRIS COLLEGE

### ADDITIONAL KNOWLEDGE:

Art History, Drawing, 2D & 3D Design, Graphic Design, Website Design, Publication Production, Magazine Practicum, Media Law, Public Relations Writing, Newspaper Writing, Intermediate Spanish.

*\*FUN FACT: I attended college on a golf scholarship and was ranked 15th in the nation as a Women's Junior College Collegiate golfer.*



## PAST EXPERIENCE

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### X-TREM PRINT

#### GRAPHIC DESIGNER

2006-2009 | Blue Ridge, GA

Assist lead designer with projects before their deadline. My job was to review notes of design requests and create a design solution to meet the clients' needs. I also helped manage inventory in the showroom and coordinate marketing initiatives to increase business and awareness.

### AUGUSTA STATE UNIVERSITY

#### WEB/GRAPHIC DESIGN ASSISTANT

2010-2012 | Augusta, GA

Manage high volumes of graphic design projects in a deadline-driven environment, complete designs with accuracy and quality, communicate with clients and recommend design solutions to meet their needs, and ensure projects are sent to printer and completed to clients' desired specifications.

Some of the projects that I completed are Jaguar Club brochure, Campus Map including re-drawing sections of the campus, KNIT light banners which were hung throughout campus, assisted with ASU website homepage re-design, Maxwell Theatre calendar poster, event flyers, department brochures, The Bellringer masthead, revised content for all departmental websites, and various other projects.



## HARRY NORMAN, REALTORS®

### MARKETING COORDINATOR

2012-2014 | Atlanta, GA

As a Marketing Coordinator, I manage and prioritize high volumes of graphic design projects, working within branding guidelines in a deadline-driven environment requiring quick turnaround. I also manage marketing plans for over 50 different residential real estate agents all requiring me to use logic, problem-solving, and organizational skills. Some of the skills I use everyday are: provide web analytics to measure marketing efforts, ability to both build and manage office website, troubleshoot general IT issues, manage both agent level and office level social media accounts, write press releases in AP Style, use graphic layout design to create newsletters, advertisement pieces, flyers, and brochures.

While at the Forsyth/Lake Lanier Office, I have increased their Facebook "Likes" from 36 to 455 with a increased audience reach from 110 to 4,026 people (reaching over 8,000 weekly at our highest point), as well as increased their Twitter followers from 12 to 100+ followers. I also implemented an office website that averages 65 views daily and has a total of 18,565 views (as of July 6, 2014) since it's launch on January 1, 2013. I have also successfully organized two blood drives, two benefit horse shows which each have brought in 35% more people than the previous 12 shows produced by other companies.



# THE PRESENT

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## THE UNIVERSITY OF GEORGIA

### MARKETING MANAGER

2014-Present | Athens, GA

At The University of Georgia Small Business Development Center, which is a unit of the Office of Public Service and Outreach, I help manage the development, implementation, and assessment of marketing activities. Some of my responsibilities include assisting management of online marketing initiatives, as well as traditional marketing efforts. In addition, I work with faculty and professional staff in determining and meeting their requirements for communicating with clients, prospects, stakeholders and partners.

I also have operational responsibility for the integration of marketing strategies into the organization's programmatic activities. This includes the flow of information to both internal and external audiences.

### SBDC GROWSMART PANELIST

I was a panelist at the marketing portion of both the UGA SBDC in Augusta and the UGA SBDC in Athens' GrowSMART program. I served as a digital marketing expert and answered numerous questions asked by the program attendees.

# FACILITATED WORKSHOPS

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## **MARKETINGPALOOZA 2015, 2016 at The University of Georgia**

I founded a two day annual workshop titled, Marketingpalooza, in which I develop the curriculum yearly based upon skill needs by the UGA SBDC Support Staff. I also teach each session of the workshop and schedule all activities and worksheets involved with the workshop. Each support staff member received a take-home manual of all presentation slides and additional content to further their knowledge and refresh their memory when needed.

## **SUPPORT STAFF TRAINING 2015 at Georgia Southern University**

I taught a four-hour Adobe Creative Suite workshop at the UGA SBDC 2015 Support Staff Training. I developed an interactive curriculum covering Adobe InDesign and Adobe Photoshop and provided hands-off training throughout the workshop. Each support staff member received a take-home .zip file of all interactive files and presentation slides.

## **DIGITAL PORTFOLIOS: DO YOU NEED THEM? at Augusta State University**

I facilitated a workshop at Augusta State University Hull College of Business emphasizing the importance of digital portfolios to a mixed group of communications and business students. The workshop gave an in-depth overview of the benefits of digital portfolios, as well as easy methods and strategies to creating a digital portfolio. All students attending the course received a link to my website ([www.jashleypanter.com/gru](http://www.jashleypanter.com/gru)), which contains presentation slides, a digital portfolio manual, a digital resume template,



# MY FREELANCE GIG

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## BLU MOUNTAIN EXPRESSIONS

### CREATIVE DIRECTOR

2011-Present | Blue Ridge, GA

Blu Mountain Expressions is a creative marketing and graphic design company in Greater Atlanta/North Georgia that creates modern, creative, high-impact designs for a wide variety of clients that range from small business, start-ups, and non-profits.

I formed BME in 2011 during my Junior year of college at Augusta State University. I wanted to profit from my talents and gain experience meeting with clients and managing a project timeline. With Blu Mountain Expressions, I offer a variety of services that range from: Branding & Identity, Logo Design, Stationary (Letterhead, Invitations, Announcements, Invitations), Marketing/Advertising, Website Design, and Social Media just to name a few!

For BME I created a website and optimized it for search engines, created company business cards, brochures, social media blog posts and have recently start creating e-newsletters. The e-newsletters help keep my writing sharp and customer relations skills intact.

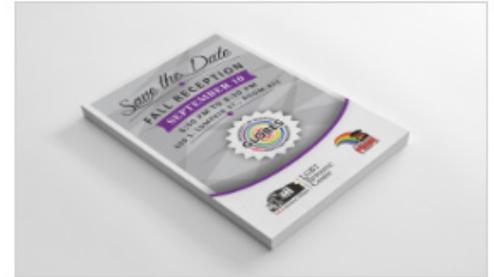
# MY PORTFOLIO



The Battery Fastpitch



Kennesaw Golden Gnomes



UGA GLOBES Flyer



The Vintners Reserve



Plantation Shutters Augusta



USA Cycling



Augusta State University



71 Broadway



Elder Resources Network



*\*PLEASE NOTE: All portfolio items can be found at [www.jashleypanter.com](http://www.jashleypanter.com)*

# WHAT THEY'RE SAYING:

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## **PATSY ALSTON - Director of Marketing at Harry Norman, Realtors**

"Ashley is not only skilled in the area of design but she has a good working knowledge and understanding of what a brand is and how it should work. She is detail oriented, quick to learn and has exactly the right attitude for supporting company growth. On top of all this, she also understands technology. I am thrilled to have her on our team!"

## **DAVID R. SANDERS - Realtor with Harry Norman, Realtors**

"Ashley is a quick and creative marketing expert skilled in graphic and web design and has a strong understanding of social media. An often overheard quote regarding her abilities as a Marketing Coordinator is "Ashley can do more in one day than XYZ did in a week."

## **TUNISIA WILLIAMS - Director of University Relations at Georgia Regents University**

"Ashley has been an asset to our office. Her skills and abilities in updating departmental web pages and creating posters and flyers for campus events are outstanding. Ashley is a very talented young lady."

## **MARTA WILD - Realtor with Harry Norman, Realtors**

"Ashley's response as a Marketing Coordinator to all Realtors in our office is exceptional, she is organized, punctual, detail oriented, all with a smile and healthy dose of humor."

*\*PLEASE NOTE: All testimonials can be found at [www.linkedin.com/in/jashleypanter](http://www.linkedin.com/in/jashleypanter)*

# +CONTACT



## Email Address

[jashley.panter@gmail.com](mailto:jashley.panter@gmail.com)

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## Resume Website

[www.jashleypanter.com](http://www.jashleypanter.com)

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## LinkedIn Profile

[www.linkedin.com/in/jashleypanter](http://www.linkedin.com/in/jashleypanter)

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## Phone

(706) 633-3362

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The background of the image is a repeating pattern of chevrons (V-shapes) in two shades of purple. The pattern is oriented vertically, with the points of the chevrons pointing downwards. The colors are a dark, muted purple and a slightly lighter, more vibrant purple, creating a subtle contrast.

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