

J. ASHLEY PANTER

GRAPHIC DESIGNER + EXPERT MARKETER

WWW.JASHLEYPANTER.COM

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

Born to be a Marketer \ Branding and Design Obsessed \ Social Media Junkie \ Addicted to UX

ABOUT ME:

I consider myself to be a rare find as a marketing expert. Unlike many marketers, I am both right brained and left brained. I am a strategic thinker and am always five steps ahead, but I also am a rockstar in graphic design, website design and user experience, social media marketing, translating performance metrics, and other professional qualities. I strongly believe that my self starting, culture creating, and goal driven attitude makes me a desirable candidate for any company looking for growth.

Unlike most marketing professionals, I understand both the business world, as well as the technical world. I am a great mediator between both marketing and technology departments and often help both departments communicate 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.

Although I possess many desirable skills, UX design is probably a skill that most companies don't realize they need and a skill that I'm naturally talented in. As both a designer and a marketer, I can't help but to always think about the user first and foremost.

As you can see, I'm a jack of all trades. Some see a jack of all trades as an expert in none, but I like to think of myself as a utility player... I can do it all. So, if you want a well rounded marketer who can provide insight in many different areas and be able to understand how everything functions TOGETHER... well, I'm your gal.

PROFILE

50% DESIGN



SKILL SETS

Adobe Creative Suite
Marvel App Prototyping
Microsoft Office
Constant Contact
Prezi
AP Writing Style
Google Analytics
Crimson Hexagon

Social Media Analytics
Buffer App
HootSuite
WordPress
Project Management
UX Design
Front End Web Dev
Basic HTML & PHP

EDUCATION

2016-2017 UNIVERSITY OF GEORGIA

Masters of Arts Degree
Mass Communication:
Emerging Media

2009-2012 AUGUSTA STATE UNIVERSITY

Bachelor of Arts Degree
Communications: Public Relations
Minor: Graphic Design

RELEVANT COURSEWORK:

Drawing, 2D & 3D Design, Graphic Design, Website Design, Publication Production, Magazine Production, Media Law, Public Relations Writing, Newspaper Writing, Intermediate Spanish, Digital Communication Strategies, Project Management and Innovation, Emerging Media Design and Aesthetics, Digital Storytelling, Media Interaction Design and Usability (UX), Social Media Listening and Analytics, and User Experience Strategy.

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



EXPERIENCE



THE UNIVERSITY OF GEORGIA

MARKETING MANAGER

2014-Present | Athens, GA

At The University of Georgia Small Business Development Center, an educational extension program of the University of Georgia and a unit of the Office of Public Service and Outreach, I manage the development, implementation, and assessment of marketing activities. I assist with management of both print and digital marketing initiatives, brand reputation and consistency, and the flow of organizational messaging to both internal and external audiences. I also manage and maintain the statewide website and UX. In addition, I work with faculty and professional staff in determining and meeting their requirements for communicating with clients, prospects, stakeholders and partners.

Redesigning the SBDC website was a primary duty when hired by the SBDC, as well as assisting with writing and overseeing implementation of a complete branding and marketing standards compliance plan. I also have provided design models to use with as well as provide a steady stream of content options for local SBDC offices to use throughout their social media channels.

I also lead the design efforts and content for a new UGA SBDC statewide publication, Small Business and Its Impact on Georgia.



FACILITATED WORKSHOPS

MARKETINGPALOOZA 2015, 2016 **THE UNIVERSITY OF GEORGIA**

Developed a two day annual workshop, 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, 2016, 2017 **GEORGIA SOUTHERN UNIVERSITY & UNIVERISTY OF GEORGIA**

I've taught multiple sessions at the annual UGA SBDC internal training conference. Some of the sessions I've facilitard are Adobe Creative Suite workshop, Writing Content for Digital Campaigns, Creating and Editing Videos for Beginners, Crafting the Perfect Social Media Message, Branding & Identity, Photo Editing, and Digital Marketing 101. All training sessions include an interactive curriculum covering and a take-home .zip file of all interactive files and presentation slides.

DIGITAL PORTFOLIOS: DO YOU NEED THEM? **AUGUSTA UNIVERSITY (FORMERLY AUGUSTA STATE UNIVERSITY)**

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), which contains presentation slides, a digital portfolio manual, a digital

SERVED AS PANELIST

SBDC GROWSMART **UGA SBDC IN ATHENS**

Served as a digital marketing expert panelist during the marketing portion of SBDC GrowSMART and answered numerous questions regarding social media, search engine optimization, and digital marketing in general.

SBDC GROWSMART **UGA SBDC IN AUGUSTA**

Served as a digital marketing expert panelist during the marketing portion of SBDC GrowSMART and answered numerous questions regarding social media, search engine optimization, and digital marketing in general.

PUTTING YOUR BUSINESS ON THE MAP WITH GOOGLE **UGA SBDC IN AUGUSTA**

Served as a digital marketing and SEO expert panelist and answered numerous questions regarding small business search engine optimization, Google apps, website meta data and keywords, and general digital marketing questions.





PAST EXPERIENCE

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-Present | Atlanta, GA

As a Marketing Coordinator, I maintained and enhanced 65+ residential real estate agents' marketing, public relations, branding, and digital efforts. I assisted the agents with design and innovative marketing materials that vary from print to digital. I also managed the Forsyth/Lake Lanier Office's social media presences and was responsible for their optimization and visibility on the web. I lead several monthly hands-on workshops to help the agents better understand and use their HNR provided resources.

While at the Forsyth/Lake Lanier Office, I increased their social followers by over 1,200% within a 2-year time frame, as well as increased their audience reach from by 4,000%. I also started HNR's Real Estate Guide, which was published monthly in both digital and print. The publication averaged 17,250 print distribution and 2,000+ only views monthly. I also led the coordination of many charity events such as: 2 Red Cross Blood Drives, a Community Wide Yardsale, a Chili Cook-Off, and 2 Benefit Horse Shows.



MY FREELANCE GIG(S)

BLU MOUNTAIN EXPRESSIONS

CREATIVE DIRECTOR

2011-Present | Blue Ridge, GA

Blu Mountain Expressions is a digital marketing and design consultancy company serving primarily the North Georgia and Metro Atlanta area. BME 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 as a means for an additional revenue stream, experience and

EM CREATIVE

CREATIVE DIRECTOR

2017-Present | Athens, GA

Since the inception of Blu Mountain Expressions, business has been booming. So much so, in fact, that I've had to partner with two members of my Masters program cohort to assist with the management and project load of BME. We call ourselves, EM Creative.



THE COPPER MAIDEN



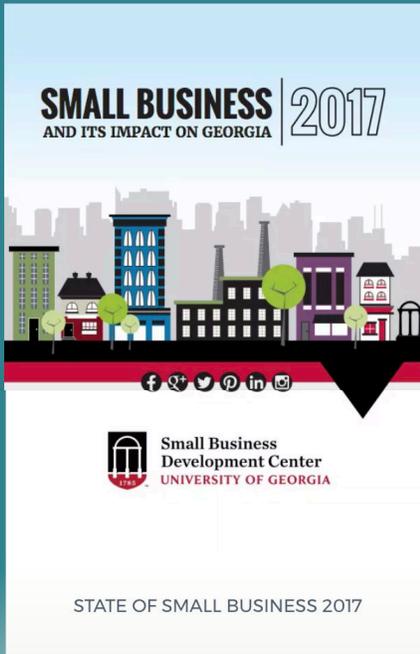
VINTNERS RESERVE



WOMEN IN CRAFT BEER WEBSITE



GRADY NEWSOURCE UX STUDY



STATE OF SMALL BUSINESS 2017



Sip 'N Snack
Crowdsourcing food and drink deals in downtown Athens

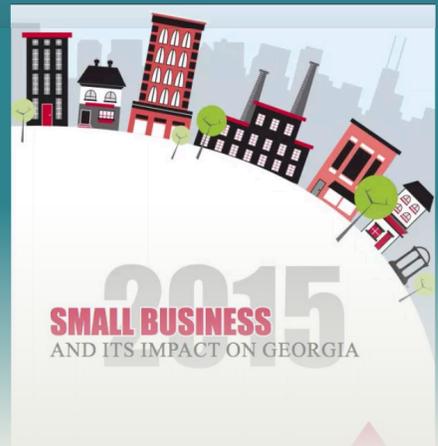
SIP 'N SNACK APP



UGA SBDC CLIENT SUCCESS AD



ExportGA
YOUR PASSPORT TO INTERNATIONAL SALES
An intensive training program to launch and grow your export sales.



SMALL BUSINESS
AND ITS IMPACT ON GEORGIA

WHAT THEY'RE SAYING:

ALLAN ADAMS

STATE DIRECTOR AT UGA SBDC

"Ashley has proven herself to be diligent, conscientious, tremendously energetic and very professional. She has completely redesigned our statewide website, as well as has helped write and implement a complete branding and marketing standards compliance plan and overseen its implementation. In just one year's time, we have achieved a more responsive, consistent electronic media profile than we have ever had before. In addition, Ashley has proven to be very popular with her colleagues and quite the morale booster!"

BETH MELNIK

ASSOCIATE STATE DIRECTOR AT UGA SBDC

"Throughout the interview process, the selection committee was extremely impressed with Ashley's skills in graphic design and website development. Her hiring turned a new page in the SBDC marketing efforts. In her 16 months at the SBDC, Ashley has accomplished much. While Ashley's technical expertise was expected, what we did not anticipate was her drive and enthusiasm for her craft. When given a task, Ashley owns it and will research, experiment and polish until all stakeholders are satisfied with the outcome. She has earned the respect of her colleagues as well as peers at other SBDCs across the country."

TUNISIA WILLIAMS

DIRECTOR OF UNIVERSITY RELATIONS AT AUGUSTA 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."

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!"

SEA STACHURA

FORMER PROFESSOR AT AUGUSTA STATE UNIVERSITY

"Ashley's graphic design skills capture what audiences of varying ages, needs and purposes are looking for: grabbing attention when needed or servicing the content when that's more appropriate. I turn to Ashley on a regular basis for assistance in graphic and web design (WordPress, SEO, site optimization), and she is always available. She goes above and beyond, commits only to what she is able to and consistently delivers. Ashley is funny, ambitious and hard working. My former student is as much a resource to me as I am to her. That is her own doing."

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."

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."

+CONTACT



Email Address

jashley.panter@gmail.com



Resume Website

www.jashleypanter.com



LinkedIn Profile

www.linkedin.com/in/jashleypanter



Phone

(706) 633-3362

The background of the image is a repeating pattern of chevrons (V-shapes) pointing downwards. The chevrons are filled with a light purple color and are set against a slightly darker purple background. The pattern is consistent across the entire image.

WWW.JASHLEYPANTER.COM