

J. ASHLEY PANTER

CREATIVE MARKETING
PROFESSIONAL



+CONTACT



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PROFILE

50% DESIGN



EDUCATION

2016-2017 UNIVERSITY OF GEORGIA

Masters of Arts Degree
Mass Communications:
Emerging Media

2009-2012 AUGUSTA STATE UNIVERSITY

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

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

EXPERIENCE

HARRY NORMAN, REALTORS®

MARKETING COORDINATOR
2012-2014 | Atlanta, GA

I managed high volumes of design projects, working within branding guidelines in a deadline-driven environment. I managed marketing plans for 65+ real estate agents requiring logic, problem-solving, organizational skills, and analytic translation skills to measure marketing efforts. I also managed their websites, troubleshoot IT issues, managed all digital and print marketing efforts.

THE UNIVERSITY OF GEORGIA

MARKETING MANAGER
2014-Present | Athens, GA

At UGA Small Business Development Center, 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.

AUGUSTA STATE UNIVERSITY

WEB/GRAPHIC DESIGN ASSISTANT
2010-2012 | Augusta, GA

Manage high volumes of graphic design projects in a deadline-driven environment, create design solutions 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.

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.

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

To view my full resume and portfolio, please visit:
www.jashleypanter.com