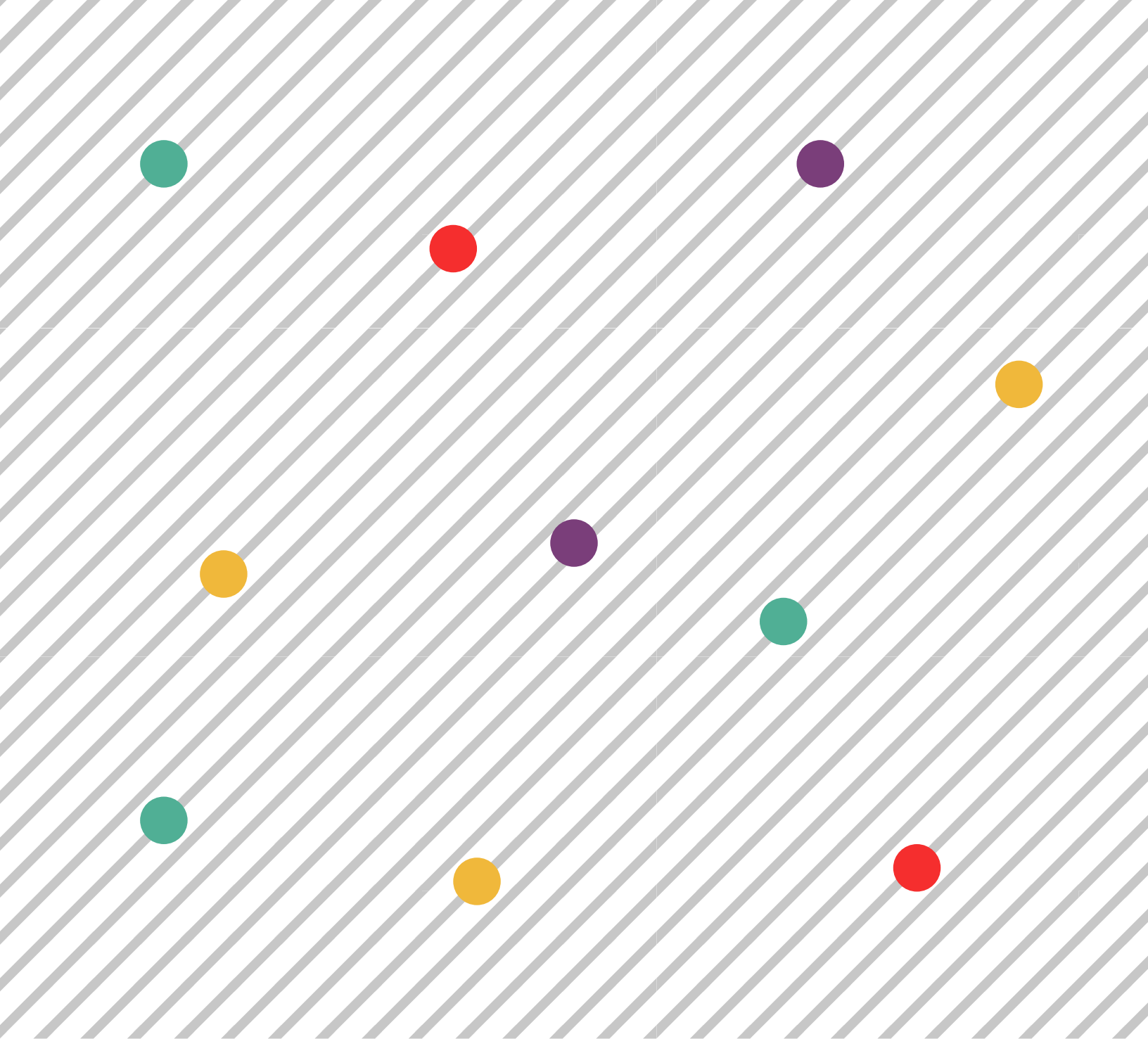


J. ASHLEY PANTER

DESIGNER + CREATIVE MARKETER

WWW.JASHLEYPANTER.COM

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



The background of the slide is a light gray surface covered with a dense, repeating pattern of small, stylized geometric shapes. These shapes include various line segments, angles, and simple polygons, creating a textured, architectural feel.

**SO,
WHY ME?**

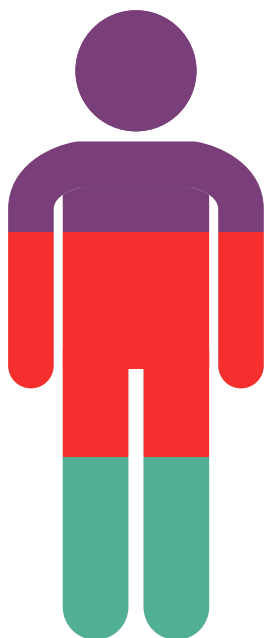
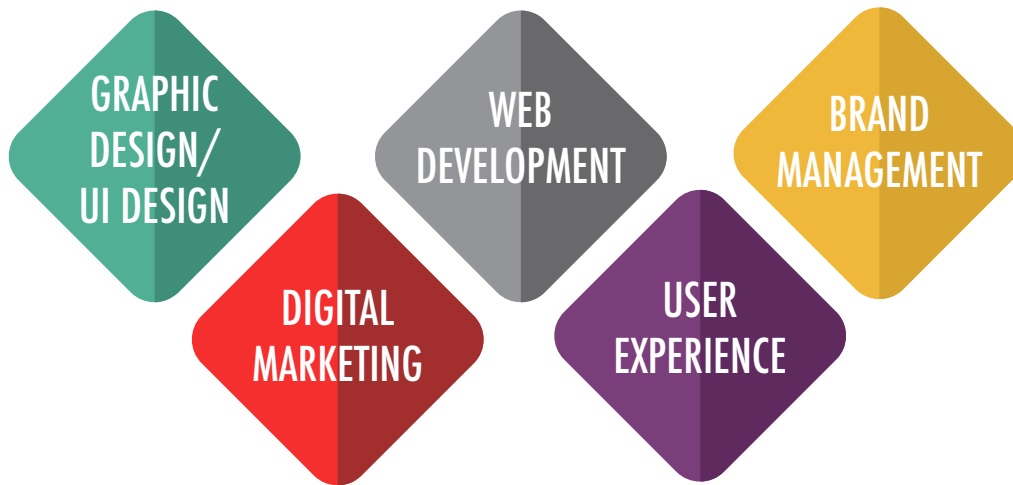
I consider myself to be a rare find as a marketer. Unlike many marketers, I am both right-brained and left-brained. I am both a strategic and creative thinker and am always five steps ahead. As a strategic and creative thinker, my passion and skills sets in **graphic design**, **website development**, **user experience**, and **digital marketing** (*both social media and email marketing*) are greatly enhanced due to my ability to think about projects in a very diverse and well-rounded perspective. In addition to my hard skills, my self-starting, culture-creating, and goal-driven attitude makes me a desirable addition to any company looking for growth.

As a marketer, my creative problem solving ability, conceptual technical ability, along with my leadership skills and client-facing presentation capability, adds to my unique skill set. I'm a jack-of-all trades who understands a vast majority of all areas that marketing can encompass. This includes strategy, graphics, digital, analytics, user experience, and general technical knowledge. This is what makes me a valuable team member to any company because I can serve as a medium for a variety of departments and help those departments work together more effectively.

Although I possess many desirable skills, UX design is probably a skill that most companies don't realize they need and an area that I'm naturally talented in. As both a designer and a marketer, in addition to being a strategic and creative thinker, every project that I'm connected to will be both well-designed and easy to use.

If you want a well-rounded marketer and someone who thinks outside-of-the-box (cliche, I know), applies creative strategy to all areas of marketing, and can lead and assist various teams within an organization understand how everything functions TOGETHER... I'm your gal.

SEE SOME
OF MY
SKILLS &
INTERESTS



DESIGN – 50%

You'll notice a lot of my experience is graphic design related. That's because I'm a natural born designer. Designing for the user, whether it be digital or print, is my favorite thing to do. Getting in the mind of the user and being one-step ahead of them to ensure a positive interaction across a variety of design mediums is extremely satisfying for me. Think back... when is the last time you really enjoyed visiting a website (and not just because of the content) and had seamless interaction from page to page? Can't think of one? That's UX. People won't remember good UX, but they ALWAYS remember bad UX. Whether it's designing for print, digital, web, or a user specifically, my design skills are sharp and can compete with the best of them.

MARKETING – 25%

Because I am both right-brained and left-brained, the marketing world is fascinating to me. Targeting an audience, creating a strategic marketing plan, and then watching the results is just as much fun as putting together a puzzle to me.

DIGITAL – 25%

As a millennial, of course I am tech savvy. But, I consider myself to be more tech savvy than most. I have experience with website development, HTML, PHP, digital advertising, email marketing, social media, blogging, media law, and digital analytics (both web and social). I excel at being a bridge between a variety departments and helping those departments work together more efficiently.

**TAKE A
LOOK AT MY
EDUCATION.**

UNIVERSITY OF GEORGIA

MASTERS OF ARTS

Mass Communication:
Emerging Media

AUGUSTA STATE UNIVERSITY

BACHELOR OF ARTS

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.*

**LEARN
ABOUT MY
EXPERIENCE.**

UNIVERSITY OF GEORGIA DIRECTOR OF CREATIVE MARKETING

2018-2019 | Athens, GA

At the University
of Georgia
Small Business
Development
Center, a Public

Service and Outreach unit, I assisted with the direction of the organization's marketing efforts, brand management, innovation, and user experience. I also helped guide the organizational messaging to both internal and external audiences via social media, email marketing, etc., and worked with faculty and professional staff in determining and meeting their needs for communicating with clients, prospects, stakeholders and partners.

In addition, I indirectly managed and led a group of 18 Program Coordinators (PCs) in marketing efforts. This required brand management, legal compliance, brand strategy, and facilitation of several internal training workshops. I also supported the group of PCs' marketing efforts by providing marketing templates developed using Adobe Creative Suite, as well as assisted the PCs with digital campaign strategy, development, implementation, and analytics.

I also had the responsibility to supervise two Graduate Assistants and provide experiential learning experience to supplement their graduate education.

Managed both print and digital marketing initiatives at a statewide level for the organization, as well as the yearly production of the "Small Business and Its Impact on Georgia" publication. In 2018, this publication won a Gold Hermes Creative Award in two different categories, a Bronze Stevie International Business Award in 2018, and a Bronze LACP Vision Award.

...CONTINUED.

I also implemented several new processes that streamlined old processes and increased efficiency, including developing a new hiring strategy that saved \$2k+ per new job posting, in addition to identifying higher quality candidates. This strategy also helped decrease onboarding time, as well as increase employee retention.

Developed several digital dashboards using Google Sheets to track custom digital metrics across all 18 offices, as well as create benchmarks and show growth from quarter to quarter. These analytics were used to increase digital marketing engagement and conversions.

Implemented several culture building activities that increased employee workplace happiness, as well as retention. See less

STADION MONEY MANAGEMENT DIRECTOR OF MARKETING

2012-2014 | Atlanta, GA

At Stadion, I assisted with the direction of the company's marketing

efforts, brand management, and user experience. In addition, I helped guide the marketing department by providing insight into new inbound marketing strategies, website experience development and strategies, and identified and provided solutions for website usability and accessibility issues, as well as identified website user experience problem areas and provided design solutions. I also developed and implemented new inbound marketing strategies that increased engagement and click rates.

...CONTINUED.

Last, but not least, I provided creative budget saving solutions.

UNIVERSITY OF GEORGIA **MARKETING MANAGER**

2014-2018 | Athens, GA

Marketing" role previously mentioned. I was originally hired as a Marketing Manager, then took a role as a Director of Marketing at Stadion Money Management, but after 4 months, the UGA SBDC made an offer for me to come back under a promotion. As I loved working at the University of Georgia, I chose to return and continue my role at the UGA SBDC.

At the University of Georgia Small Business Development Center, a Public Service and Outreach unit, I performed all of the same duties as the "Director of Creative

HARRY NORMAN, REALTORS® **MARKETING COORDINATOR**

2012-2014 | Atlanta, GA

and enhanced 65+ residential real estate agents' marketing, public relations, branding, and digital efforts.

At Harry Norman, REALTORS, a luxury real estate company owned by Berkshire Hathaway, I maintained

I also assisted the agents with design and innovative marketing materials that vary from web to print, and even to digital.

...CONTINUED.

I also managed the Forsyth/Lake Lanier Office's social media presences and was responsible for their optimization and visibility on the web. This led to an increased Facebook following by 1400%, increased Facebook audience reach by 3500%, and an increased Twitter followers by 700%.

In addition, I led monthly hands-on workshops teaching agents how to use HNR provided resources.

I also led the development, design, production, and funding of a monthly Real Estate Magazine available both digitally and in print. This magazine had a monthly distribution of 17,250 in print and 2,000+ online views. This required me to identify advertisers for the monthly magazine.

During my time at HNR, I also organized several successful charity events that included: Red Cross Blood Drives, a Community Wide Yard-Sale, a Chili Cook-Off, and Benefit Horse Shows.

AUGUSTA UNIVERSITY CREATIVE PRODUCTION ASSISTANT

2010-2012 | Augusta, GA

AU's Office of Public Relations as a Creative Production Assistant. This required me to assist both Graphic Designer and Web Master with various projects.

While enrolled as an undergraduate student at Augusta University (then, Augusta State University), I worked in

...CONTINUED.

Some of these projects included developing and maintain departmental web pages using Adobe Creative Suite, CSS, JavaScript, PHP, and HTML coding.

During my time at AU, I produced high volumes of graphic design projects within design specifications and deadlines. In addition, I ensured all projects were printer-ready and quality controlled these projects by ensuring each project was printed correctly.

Other projects that I worked on ranged from brochures, to flyers, posters, certificates, invitations, newsletters, handbook covers, campus maps, and more.

X-TREM PRINTGRAPHICS GRAPHIC DESIGNER

2006-2009 | Blue Ridge, GA

While in high school, I interned for a summer at X-Trem Printgraphics before being offered a part-time job, in which I worked from my junior year until the end of my

Freshman year in college on weekends and during the summer as a paid employee.

I conceptualized and designed screen-printed t-shirts, in addition to the development logos. I also assisted with separation of designs for embroidery, which requires problem solving skills and creativity.

This required me to learn Macromedia Freehand and Streamline (yes, old school haha).

Lastly, I also helped develop marketing campaigns to promote new products, as well as selected and ordered inventory.

**I FACILITATE
AND LEAD
TRAINING,
TOO.**

MARKETINGPALOOZA

UNIVERSITY OF GEORGIA (2015, 2016, & 2017)

I developed and led training for a two-day annual workshop, Marketingpalooza, in which I create a yearly curriculum based upon the skills that need sharpened or requested by the UGA SBDC Support Staff. I also facilitated and led multiple sessions throughout the workshop and schedule any interactive activities and worksheets involved with the workshop. Each support staff member received a take-home slide deck of all presentations, in addition to content to further their knowledge and refresh their memory when needed.

SUPPORT STAFF TRAINING

GEORGIA SOUTHERN UNIVERSITY & UNIVERSITY OF GEORGIA (2015, 2016, 2017, & 2018)

I led multiple sessions at the annual UGA SBDC internal training conference. Some of the sessions I've facilitated 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, Email Marketing and Database Segmentation, and Digital Marketing 101. All training sessions included an interactive curriculum and a take-home .zip file of all files and presentation slides.

DIGITAL PORTFOLIOS: DO YOU NEED THEM?

AUGUSTA UNIVERSITY (2015)

I facilitated a workshop at Augusta University's 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 included presentation slides, a digital portfolio manual, a digital resume template, and access to information to further their knowledge later.

SBDC GROWSMART

UGA SBDC IN ATHENS (2015)

I served as a digital marketing expert panelist during the marketing portion of UGA SBDC GrowSMART. This required me to answer numerous questions regarding social media, search engine optimization, and general digital marketing questions from small business owners looking to grow their business.

SBDC GROWSMART

UGA SBDC IN AUGUSTA (2016)

I served as a digital marketing expert panelist during the marketing portion of UGA SBDC GrowSMART. This required me to answer numerous questions regarding social media, search engine optimization, and general digital marketing questions from small business owners looking to grow their business.

SBDC STARTSMART

UGA SBDC IN ATHENS (2019)

I served as a digital marketing expert panelist during the marketing portion of UGA SBDC StartSMART. This required me to answer numerous questions regarding social media, search engine optimization, graphic design, branding, and general digital marketing questions from small business owners looking to successfully build a foundation for their business.

PUTTING YOUR BUSINESS ON THE MAP WITH GOOGLE

UGA SBDC IN ATHENS (2018)

I 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 from small business owners in the Athens area.

FACEBOOK WIZARDRY

WOMEN'S BUSINESS EXPO - UGA SBDC IN ATHENS (2018)

I delivered a presentation titled, "Facebook Wizardry," at the 2018 Women's Business Expo. The Women's Business Expo "has expert speakers that discuss topics of interest to today's small business entrepreneur and successful business women will teach and inspire with their personal and professional stories." My presentation was a hands-on workshop-style presentation that focused on why social media marketing is important for small business marketing success, in addition to providing tips for small business owners on how to develop a successful Facebook advertising campaign. All attendees walked away with a workbook that included a summary of my presentation, as well as an interactive worksheet to develop their next Facebook advertisement campaign.

**FREELANCE
KEEPS MY
SKILLS
SHARP.**

BLU MOUNTAIN CREATIVE

CREATIVE DIRECTOR

2011-Present | Atlanta, GA

Blu Mountain Creative is a high-level design strategy firm. We tend to match well with clients who are small businesses looking for assistance with general marketing strategy, graphic design, web development, UX consulting, social media strategy, email marketing strategy and other one-off projects. BMC's team consists of three creative souls with extensive marketing experience and Master's degrees from the University of Georgia. My team and I create highly creative pieces with a holistic approach to media (cross-platform/media strategy and design implemented).

I formed BMC in 2011 during my junior year of college at Augusta University as a means for an additional revenue stream, experience, and to provide a portfolio building opportunity. Since it's inception, BME has worked with over 50 clients and on a variety of project.

EM CREATIVE

CREATIVE PARTNER

2017-Present | Athens, GA

EM Creative is the "DBA" name when Blu Mountain Creative projects include more than just myself on the project. These team members generally work with project management and social media content development. We also primarily focus on digital and UX strategy and branding and identity projects.

GO KICKBALL

GRAPHIC DESIGNER

2016-Present | Atlanta, GA

At GO Kickball, I assist in the creation of social media images, t-shirt designs, logos, and help bring creative business initiatives to life via design.

**CHECK OUT
SOME OF MY
WORK.**



USER EXPERIENCE



APP/UX DESIGN

BRANDING



BRANDING



APP/BRANDING/UX DESIGN



SMALL BUSINESS AND ITS IMPACT ON GEORGIA

Entrepreneurial ventures provide hundreds of thousands of jobs in Georgia for both business owners and employees. We believe in the strength of small business and have produced a report to describe some of the impacts small businesses have in Georgia.

WHY SMALL IS GREAT

WEBSITE/UX/WIDGET DESIGN



BRANDING

INVITATION



INVITATION



RESEARCH
REPORT/MAGAZINE



**SO, WHAT
ARE **THEY**
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."

A Creative Marketer
Branding & Design Obsessed
Social Media Junkie
Addicted to UX & UI Design

+CONTACT



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RESUME WEBSITE

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LINKEDIN PROFILE

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PHONE

(706) 633-3362



TO VIEW MY PORTFOLIO, VISIT:

WWW.JASHLEYPANTER.COM