DIGITAL PORTFOLIOS
ON STEROIDS

Learn the best practices for making digital portfolios and marketing yourself to targeted employers.

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Steps for a great marketing resume

MARKETING RESUME SECRET #1: ACCEPT THAT YOU ARE THE PRODUCT

- Promote yourself as you would a product you were selling. As a marketer, you've developed marketing plans. You've positioned products. You've developed brand messages, created tag lines, conducted market research - all of this experience will be helpful as you think about marketing yourself.

MARKETING RESUME SECRET #2: KNOW YOUR AUDIENCE

- You would never recommend going to market with a product until you had defined your target audience and the same applies to your resume.
- Figure out who will be reading your resume and understand their concerns.
- Are you interested in smaller companies? Then you may want to show you can market successfully within small budgets, and handle lots of responsibilities. If you're an executive, you'll want to show that you're not just someone who directs events from 30,000 feet but that you can also roll up your sleeves and do the work.
- In larger companies, the opposite will apply. Have you managed large budgets? Massive campaigns? Led big teams? Worked on international marketing?
- Perhaps you're targeting companies in a certain industry. In this case, you'll want to show knowledge of that field or at least transferable skills.
- So before you start writing, write some notes on your target companies and what they're looking for. (Not sure? Check out job postings online for clues).

MARKETING RESUME SECRET #3: KNOW YOUR VALUE PROPOSITION

- What is it that makes you uniquely valuable to your target audience?
- We each have a unique blend of skills, characteristics and experiences that make us different from every other person looking for a job. In order to write a truly effective resume, you need to know your unique blend, which we'll call your value proposition.

MARKETING RESUME SECRET #4: DEVELOP THE MESSAGING STRATEGY

- You wouldn't create an advertisement or a website without a clear strategy in mind and the same applies to your resume.
- Once you have identified your audience, defined their needs, and developed your value proposition, you have some strategic decisions to make.
- How will you best structure your resume to communicate your value?
- What keywords need to be in there?
- How can you give real-world examples of your value proposition in action?
- What is the best layout and design to reinforce your message?
- All these decisions should be made before you start writing.

MARKETING RESUME SECRET #5: PRESENT BENEFITS NOT FEATURES

- Many amateur marketers make the mistake of focusing on features instead of benefits when selling a product.
- The resume equivalent is to focus on job responsibilities and skills, but not on the value you have added.
- In order to hire you, companies need to know that you will help their business by selling more products. This means you have to show that you've done it before. It's not enough to tell them that you were responsible for developing integrated campaigns, or that you have designed websites before. You have to tell them how those things impacted your former employers. Show them the money!

MARKETING RESUME SECRET #6: DESIGN MATTERS

- Your resume layout must support your core message and your strategy. If you decided that your value proposition is the fact you have always increased sales on a small budget, then you need to structure your resume to make sure that point is front and center.

MARKETING RESUME SECRET #7: THIS IS THE BROCHURE NOT THE CATALOG

- Don't try to say too much!
- You can't possible tell the whole story of your career in this one document and you shouldn't try.

CONCLUSION

Be concise and focused. You know your audience, you know what's important to them and you know what you have to offer. Say just enough to convey that and not a word more. As a marketer, you have a distinct advantage over most people who try to write a resume. You already know how to persuade other people to take action. Now you just have to do it for yourself.

Five reasons to have digital resume

It is increasingly difficult to stand out in that stack of resumes piling up on a recruiter's desk. You are initially just a piece of paper; they don't know you, other than what's written on your resume. Thankfully, however, virtual resumes help you evolve from mere resume… to a really great candidate who must be interviewed.

AMPLIFY YOUR PERSONAL BRAND

- Everything you do online – Facebook, Twitter, Pinterest, blogs and all sites in between – shows your personality. A virtual resume pulls from all of your online platforms and presents who you are to the recruiter. The best part: the recruiter doesn't have to go find you online; you've done all the work for them.
- My online resume features a few of my tweets to show I participate in Twitter chats like #InternPro, that I love LA sports teams and I'm a huge fan of country music. It reveals some of my personality and gives a recruiter an initial indication of whether I'd fit with the company culture – and saves them (and me) even more time

EASY TO SHARE ELECTRONICALLY

- There is nothing easier than adding a link at the end of a cover letter, email, or paper resume

to your digital resume. It might be smart to even add a link to your online resume in your email signature.

- Publish the link to your online resume on your social media accounts and ask your network to share it with their friends. You never know who you know who might know someone looking for a great marketer like you.

YOU AREN'T CONSTRAINED BY PAGE LENGTH

- With a resume, the rule of thumb for young careerists is to get everything on one 8.5" x 11" page. However, that means you might have to pick and choose just exactly what you share. And if you pick and choose, you may leave off something that could have gotten you the job.
- With an online resume you aren't constrained by that rule; space (within reason, of course) is unlimited. You can share anything and everything you find relevant to your future career – and the recruiter might find as relevant to the job opening they are trying to fill. For example, online, one may share information about positions they held a my sorority, or internship, or courses that they've taken in school, or life experience that you've gained skills from that might help you in the business world… but, typically, someone doesn't add that to their resume because they don't have room. And we all know, companies are looking for someone with experience… but, how do we get experience without having experience? That's the $1,000,000 for graduates these days. However, with an online resume, you can show off all of your skills and hopefully a company will see that you have much more to offer than being just a college graduate.

ADDED VALUE TO ORDINARY JOB APPLICATION

- I can tell you from experience, if you create a digital resume, and market your current resume with a link and information that leads back to your digital resume, you will get an interview 8 times out of 10. Why? Because not many marketers have the technical skills required to create a beautiful digital resume.
- Ordinary applications and resumes are just words on a page. You can't attach pictures, videos or even sample pieces of your work. However, with a digital resume, it gives you the opportunity to prove yourself against the other resumes who can't offer a live portfolio.

Most recruiters are far more likely to grant you an interview when you prove your skills and achievements… rather than just talk about them.

Simply put: the virtual version of your resume is a terrific opportunity to impress companies looking to hire. Start building your online resume today… and see if it doesn't help you get more job interviews!

WHAT MAKES A GOOD DIGITAL RESUME?

- Clean Design + Responsive
- User-Friendly Navigation and Layout
- Gives enough information for someone to know you are qualified and have a variety of skills, but doesn't give them enough information as to how you can use those skills to hopefully prompt an interview
- Include Endorsements
- Include Link to Downloadable Resume

A clean design is key to a great resume. Clean is referred to by a designer simply meaning lots of white space and no cluttering of words, paragraphs, images, etc. It allows the eye to move easily from one block of information to the next. Along with an online design being clean, it also needs to be responsive. What does responsive mean? Responsive means that the design looks good both by desktop viewing, as well as mobile device viewing. Most of your employers will probably be viewing your resume on their mobile device.

Another trait a digital portfolio must have is easy navigation and layout. You don't want your layout to take away from the content. You also don't want your audience to have to dig for information about you. Because chances are, they won't. The average person loses interest in a website in 5ish seconds. So, make sure your homepage has enough "meat and potatoes" to keep the employer on your page... but let's not give it all away at once.

It's proven that over 60% of people trust peer reviews where as only 15% of people trust advertisements, which means, you should definitely include some endorsements in your digital resume. 3-5 is a good number. And be sure to also include a downloadable version of your resume so that the employer can have another copy on hand if needed.

WHAT MAKES A BAD DIGITAL RESUME?

- Too Much Personal Information
- Disorganized Content
- Too Skill/Job Specific
- Zero Originality
- No Contact Information
- Doesn't Provide Enough Information About Skills Available

One of the biggest mistakes I see with many online resumes is having entirely too much personal information. You shouldn't talk about your dog, church, wife, vacation spots, or anything else that doesn't directly tie back into your resume.

An example of personal information that could help a resume is college or professional organizations in which you serve in. Maybe a sorority chair, sports team member, marketing club chair? Adding these position on your resume are appropriate because it helps let the employer know that you can manage your time, organize projects, and communicate effectively to the community, all while attending college classes and keeping up your studies.

Regardless of how great the information is that's included in your digital portfolio, if it isn't organized and easy to follow, the employer will skill right over all of that juicy information.

Displaying your skills is a MUST on your digital resume.

Another way to have an employer skip over your resume is to be too job/skill specific. If you tailor your resume to only talk about how great you would be as a candidate for a digital marketing job, then perhaps all you will be considered for is a digital marketing job. Some people DO only want a specific job though. So, if that's what floats your boat, by all means... tailor away! However, if you are open to other positions than just (let's say) digital marketing, then perhaps include in your digital resume that you would be a great candidate for various positions due to your wide variety of skills which include [list of awesome skills here]. Employers eat up diversity and a wide variety of skills.

If you don't display your skills, your employer has to guess based on your previous work experience. Do you really want an employer to think that your only skill is washing golf carts or wiping off tables? ...no.

| SOCIAL MEDIA	ADVERTISING
TIME MANAGEMENT	ANALYTIC INTERPRETATION
TARGET MARKETING	WEBSITE MANAGEMENT

www.onlinemarketingrant.com/about

Why is this digital resume bad? Well, for starters... the graphics are terrible and take away from the actual resume. Plus, you really don't want more than one or two photos on a page and even then, the photos should be similar in style.

Another element of this resume that is a bigggg no-no is his description of his personality. He announces that he is religions (religion, political views, beliefs on equality issues, etc. should not be posted on your website). And, no employer will really care about the ski you look at while you snow ski... unless they happen to go to the same exact resort (chances are slim). Yes, the resume helps you get to know the "professional," but does it really sell you on his skills and abilities? Not so much...
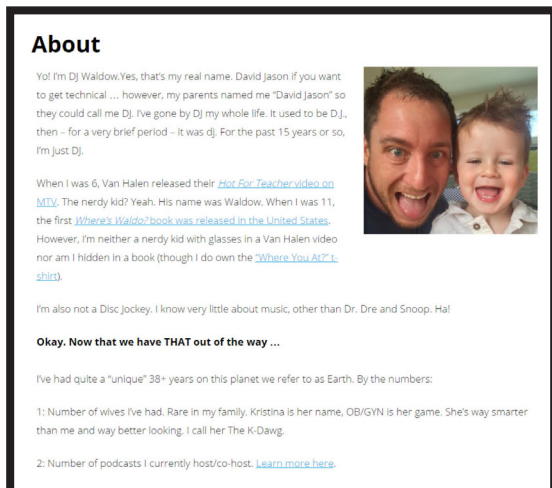

www.socialbutterflyguy.com

Ok, so this online resume isn't terrible, but it definitely isn't good. The actual layout and design of the resume itself is great. Plus, it's pretty fun to read. However, if someone goes to this site online and is looking for a speaker, you wouldn't really know this is "Social Butterfly Guy's" forte unless you click through a few pages. The homepage is filled with all of this unnecessary personal information. Instead, it should list a few major events he's presented at, what type of presentations he gives, and maybe even a video as an example of what his style is on stage. Remember, you only have about 5 seconds to capture someone's attention. If they come to your page and immediately assume you're not what they're looking for, well... that's probably not going to get you the job.

Now, let's talk about Matthew Epstein. Heard of him? ...not many people have. #problem

http://googlepleasehire.me/
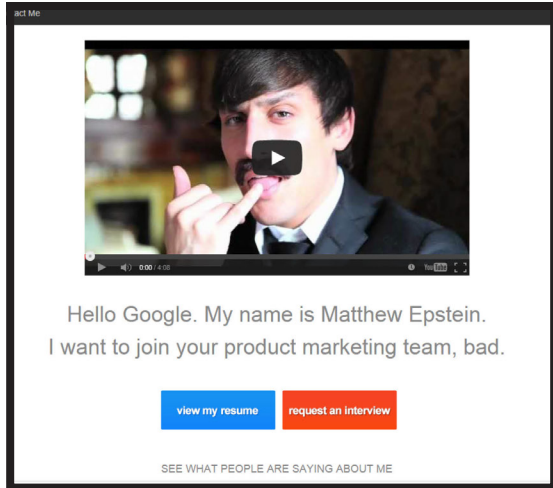
I have a love hate relationship with this digital resume. Regardless of how clever and funny I think it is... it's just terrible for employers.

The first reason I consider this a terrible resume is due to its lack of design. There's literally zero design element to this site. The second problem I have, is the fact that he's telling Google how great he is, but doesn't provide any work samples. Plus, much of the information throughout the site is strictly information about Matthew... nothing really about his skills. There is a button to download his resume, BUT he should still list the skills and information he included IN his resume to his digital resume.

I will say that he definitely sells himself by telling Google why they should hire him. What he doesn't do though, is tell other companies why they should hire him. What if he doesn't get a job at Google? Then what, Matthew? Huh? Huh?

Now for the good resumes! Yay! We love those!
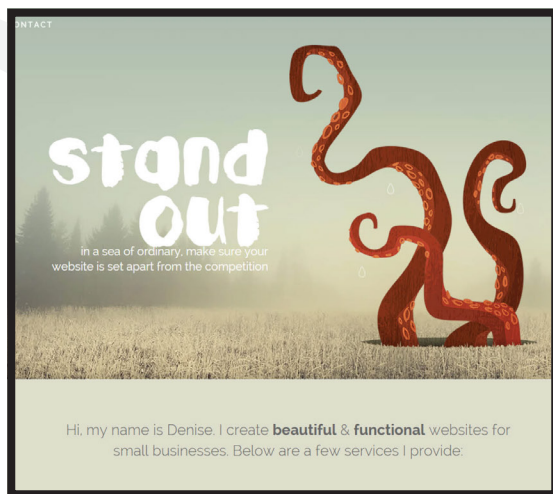
www.denisechandler.com

Great layout. Great content. Great navigation. The only information lacking would be more diverse skill set and more information about job experience.

However, in this case, she is marketing herself for one specific job type and is promoting her unique skill set purposely.

The clean layout, the original and unique design, and the great content would surely set her resume apart from other candidates in the field.
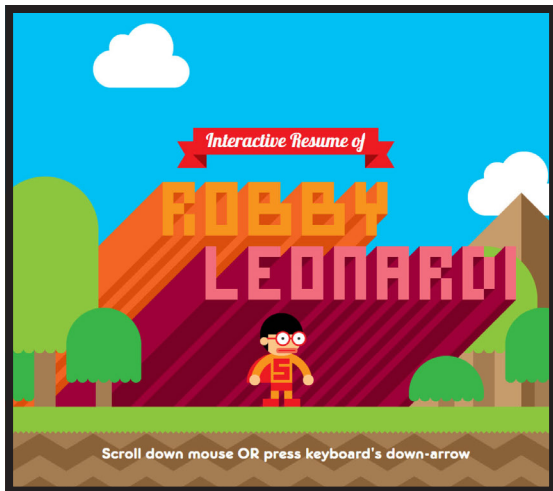
www.rleonardi.com/interactive-resume

If you ever played Mario Brothers as a kid (or perhaps still do), I can guarantee that you will fall in love with this example of a great digital portfolio.

The design is unique, clever, great navigation, and Robby does a fabulous job of showing off his wide range of design skill diversity in the industry. The touch of personality when you get to screen three or four letting you know he is a sports fan provides just enough "realness" to perfectly balance the "all business" approach to content.

The only negative aspect about this resume is that you have to wait until the very end of the scrolls to be prompted with information on how to get in touch with him and download his resume. Then, after you download the resume, it's very colorful, which means it will be ink heavy when printing. Perhaps a more simple version of the printed resume would be best for employers wanting to snag a copy.
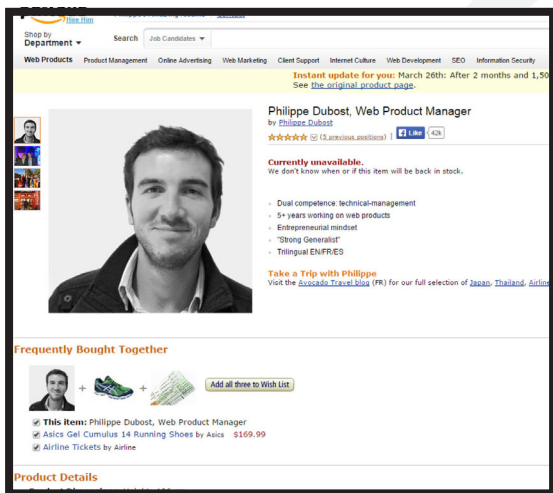
www.phildub.com/#customerreviews

I have mixed feelings about this digital portfolio, but all in all, it would definitely stand out against competing candidates... and I suppose that's the point.

The design is very clever with fabulous information. However, like Amazon.com's site, it's hard to navigate and read.

Phil's skills ("I'm a poet and didn't know it") are clearly represented and easy to find, along with previous job experience. Throughout the resume he is subtly telling the employer why he would be a great selection due to his versatility.

The only mistakes that were made in this digital portfolio are with his testimonials. He shows that several people gave him less than 4 stars and some employers might question that. So, rule of thumb, don't ever rank yourself below 75% and don't publish ALL testimonials if they aren't very flattering.

Think these designs are awesome, but you have zero skills? Bummer.

...j/k. let me teach you some tricks.

The Tricks of My Trade

ONLINE PUBLISHING

You want to make a digital portfolio online, but don't want to pay a lot of money… got it. You also don't have any web coding experience… got it. Oh, and you still want a kick @$$ portfolio that your employers will be impressed by. Got it!

Use the resources to your right to help you out. They range in pricing from Under $100 to "fo' free."

www.doyoubuzz.com
- This website basically takes your LinkedIn resume and turns it into a website. You can very easily customize the information and pay a small fee ($50/yr.) for the customized (premium) version. (ex. www.doyoubuzz.com/j-ashley-panter)

www.about.me
- About Me is a great place to make a very simple web page (fo' free) to direct people to all of your online portfolios (if you have several work samples published). (ex. www.about.me/apanter)
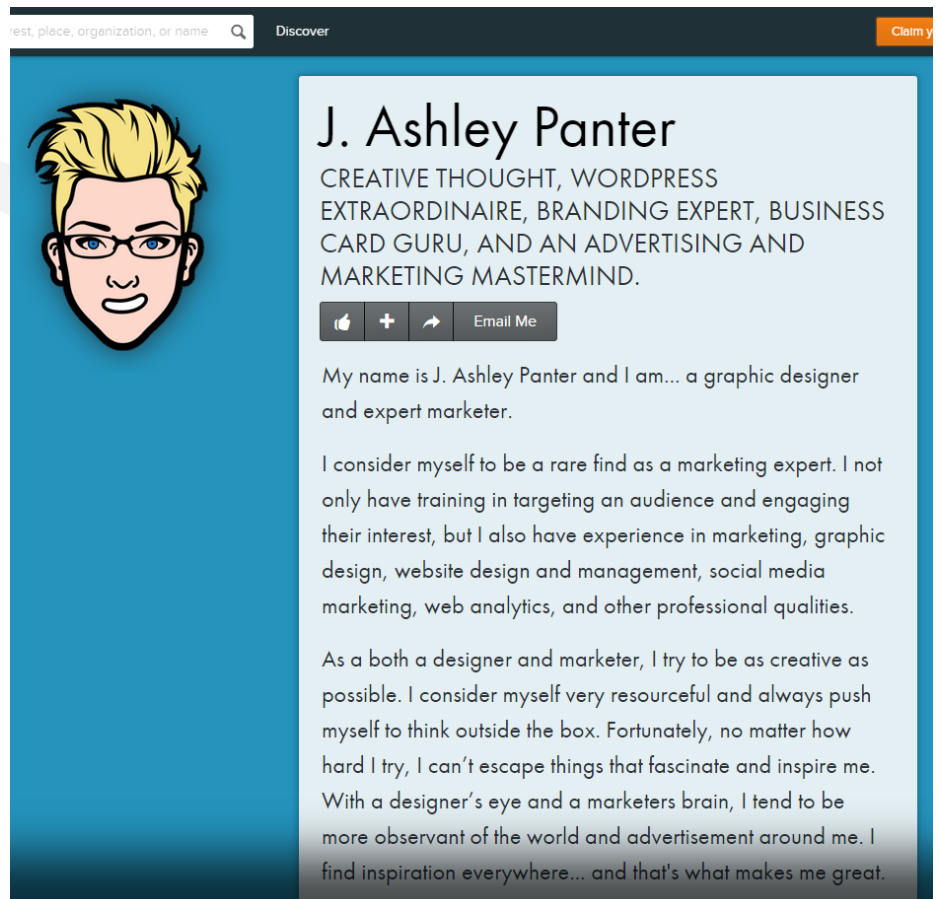
Those tricks are good and all, but if you really want to look like a pro, here's how to do it…

STEP 1: BUY A DOMAIN NAME

Regardless of where your online resume is held (LinkedIn, about.me, coroflot.com, etc.), having a custom domain name and understanding how to re-direct this touch of personalization is key.

The easiest way to buy a domain name is to go to a hosting company (I prefer Dreamhost.com over GoDaddy as their customer service is MUCH better), search for your desired domain name, and purchase it.

If you are planning to purchase a domain name and build your own website (don't worry, it's easy), then, you will want to follow the link in the packet that I gave you. It will save you $60 your first year. ($119.00 - $60 = AWESOME PRICE)

FOR DISCOUNT CODE ($60 OFF), GO TO THE RESOURCES PAGE!
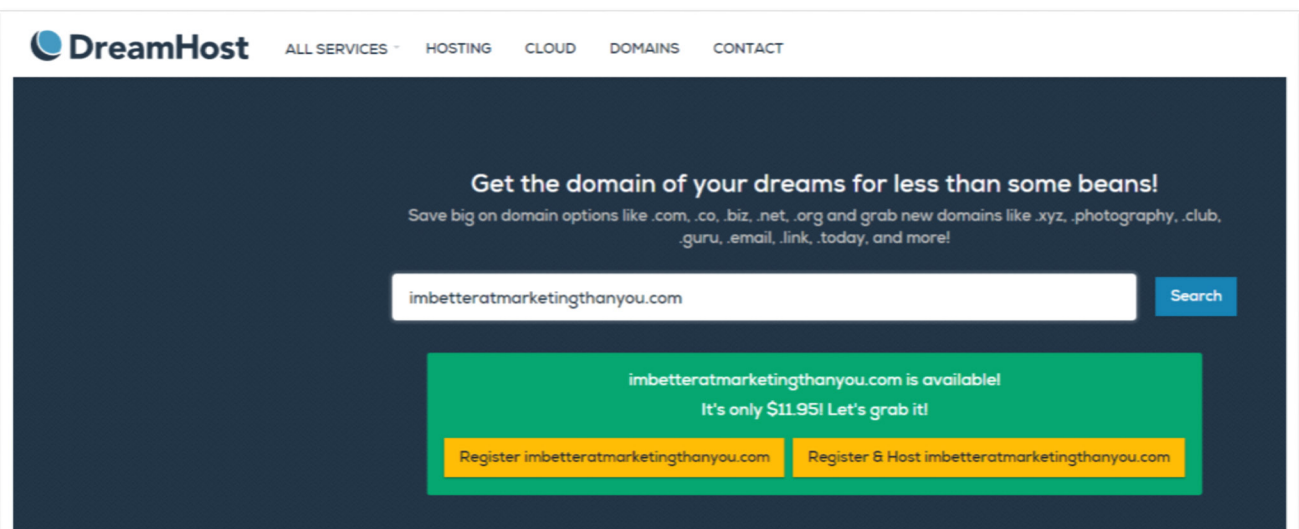
STEP 2: FIND A WORDPRESS THEME YOU WANT

- To find a great and easy to use website theme, go to www.themeforest.net. I prefer WordPress over any other CMS, due to it's user-friendliness and great online documentation to help you get started (links to some of these are documents are in your packets).
- Most themes range from $45-$65, but it's a one time cost.
- Once you choose a theme, you will upload this theme to your hosting account after installing the WordPress application on your server.
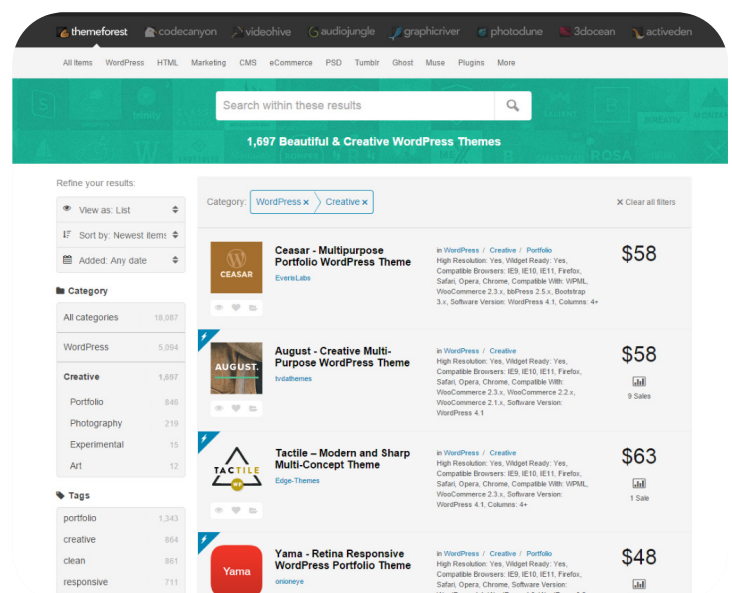
STEP 3: INSTALLING WORDPRESS TO DREAMHOST

Before installing WordPress, first make sure your domain appears in Domains:

If your domain shows up in this list, skip ahead to Let's Proceed with WordPress Installation.

If you don't see your domain there, here's how to add it:

- On the "Manage Domains" screen, click "Add Hosting" for the domain you want hosted
- Type your domain name including the .com (or .org or other suffix), but without the http:// or the www.
- I recommend choosing "Leave It Alone" from the three "Do you want the www in your URL?" options.
- Your default FTP user should be listed in the drop-down; leave this as-is.
- Web directory will get automatically filled with the domain name you typed — leave this as is.
- Leave Web Options as-is — the defaults are fine here.
- Leave Google Hosted Services as-is for now. I recommend using gmail for your domain if you're going to have email addresses @yourdomain.com (it's more powerful and more flexible than the DreamHost-hosted email servers), but setting that up is beyond the scope of this tutorial. You can always go in and set that up later.
- Click the blue "Fully host this domain" button.
- You should see a green success message:
- DreamHost "Success" message after adding a domain

Let's proceed with WordPress installation...

1. DreamHost navigation menu showing "One-Click Installs"
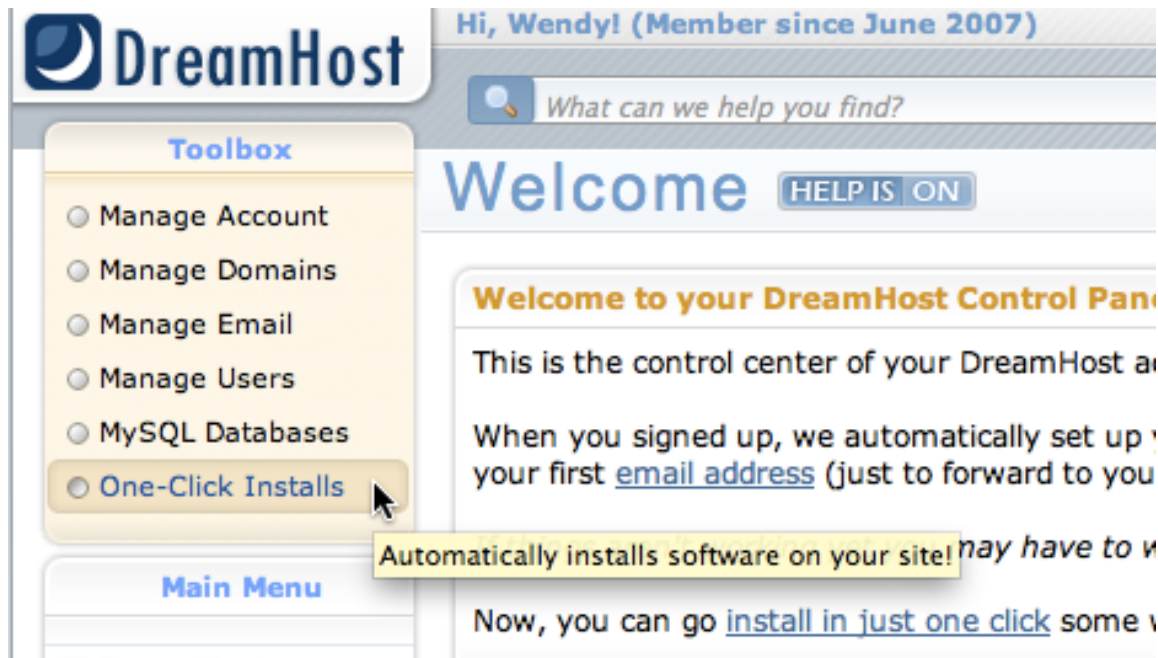
2. On the One-Click Installs page, scroll down until you see WordPress, and click it:
3. A pop-up window will open, containing a brief description of the software and a big blue button labeled "Custom Installation":
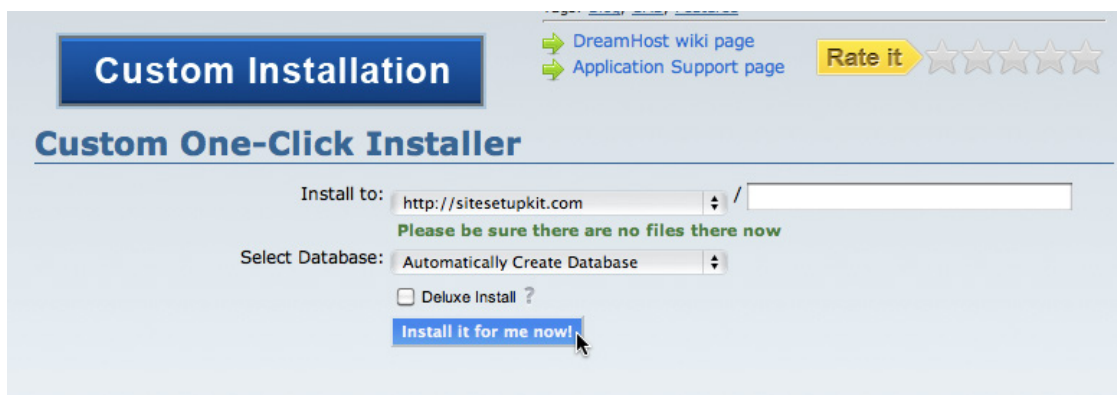
4. Go ahead and click the big blue button, which will expand the bottom of the pop-up window to include a few installation options:
5. Choose the domain where you want to install WordPress from the drop-down list
6. Leave the white field to the right of the domain name blank.
7. Select Database should be set to "Automatically Create Database", so leave that as-is.
8. I recommend checking "Deluxe Install," because you will automatically be given several free themes by Dreamhost along with some great plug-ins. Some of these themes may even work for your resume.
9. Click the "Install it for me now!" blue button.

10. You should now see a green "Success!" message at the top of the screen:

11. If the installation goes smoothly, just as the Happy Dreamhost 1-Click Robot promises, you'll get an email from the "Dreamhost Installer Robot" with the subject line containing the words "Success installing WordPress on your site!"

12. That email contains a link to click, that will look something like this: http://yourdomain.com/wp-admin/install.php

13. You must click on it to go to the last step in your installation. You'll see the WordPress install screen.

14. Fill it out like this:

- Site Title will appear by default in the header area *(you can always change this easily in WordPress)*

- Please please please change the username to anything but admin. This is harder to change later, though it can be done, so we really recommend changing it now.

- Choose a strong password. The username and password combination is your first line of defense against Internet Bad Guys, so both parts need to be strong.

- Enter your email address so WordPress can send you a confirmation email containing your username and password.

- Check "Allow my site to... search engine..."

- Click "Install WordPress."

- You should see a success message: "WordPress Installation Success!"

- Now you can login to your dashboard by clicking the Log In button

(W) WORDPRESS

Welcome

Welcome to the famous five minute WordPress installation process! You may want to browse the ReadMe documentation at your leisure. Otherwise, just fill in the information below and you'll be on your way to using the most extendable and powerful personal publishing platform in the world.

Information needed

Please provide the following information. Don't worry, you can always change these settings later.

Site Title   My Cool Site

Username   Wendy C

Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods and the @ symbol.

Password, twice   ••••••••••••••
A password will be
automatically generated for
you if you leave this blank.   ••••••••••••••

Strong

Hint: The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers and symbols like ! " ? $ % ^ &).

Your E-mail   wendy@cholbi.com

Double-check your email address before continuing.

Privacy   ☐ Allow my site to appear in search engines like Google and Technorati.

(Install WordPress)

Now, let's get that theme installed!

STEP 4: INSTALL CUSTOM THEME

The first thing you need to do when you want to install a new WordPress theme is to login to your site admin page. Once there, go to Appearance -> Themes.
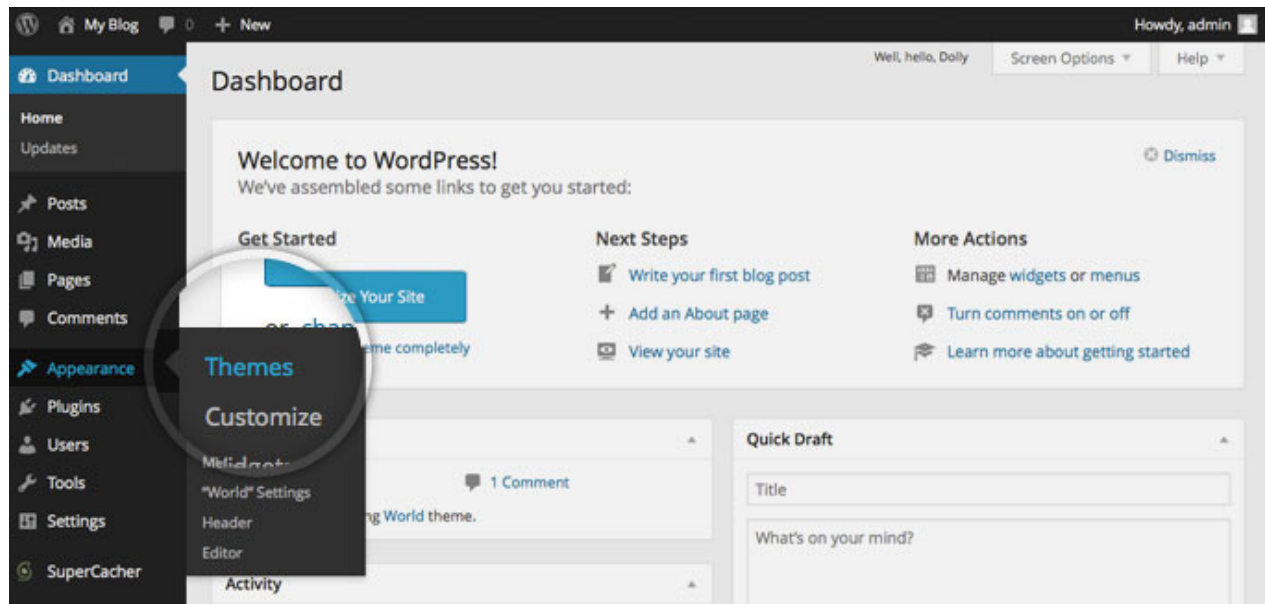

Here, you will see all the themes you have currently installed in your application. To add another one, simply click on the Install Themes tab.

On this page there are two ways to add a new theme. You can either use the search field which will return results from the WordPress.org theme directory or you can upload a theme from your local hard drive. If you did, in fact, purchase a theme from Themeforest.net, then you will be uploading a .ZIP file from your local hard drive.

This step can get kind of tricky because some themes are packages with lots of great documentation and then the theme inside an additional folder. So, you will want to open the downloaded .ZIP file before you upload the theme and make sure that the actual theme "themename.zip" folder is on your desktop or somewhere easy to find. Don't delete the other files though. You will need them to set up WordPress using their documentation.

To upload this file, you will upload it from the Themes -> Install Themes section in WordPress. To do this click on the Upload link at the top of the page.
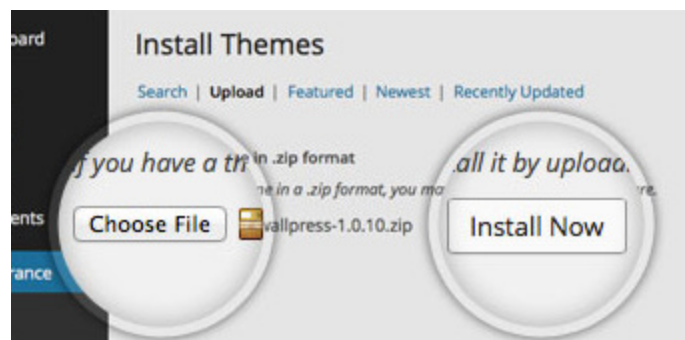
Now, click the Choose File button, select the archive of your theme from your local computer and press the Install Now button.

In a few seconds, WordPress will upload and extract the theme archive for you. All you need to do next is to press the Activate link under the message for successful theme installation.

That's it! You can now go to the front end of your site and see the newly activated theme.

STEP 4: SITE CONFIGURATION AND LEARNING WORDPRESS

This is often the most difficult part of the process... setting up the WordPress theme. Some themes come with great documentation and others don't.

The file you downloaded from Themeforest.net should contain documentation on how to set-up your new WordPress theme. If not, them the theme is a basic theme (and better for beginners). You will then need to follow the steps in the general WordPress documentation, which is also available for download on my website (and a link is included at the end of this packet).

Want to avoid web hosting? Use an online application...

You can use the online version of WordPress that is still pretty great, but definitely isn't as robust and customizable as hosting the application yourself.

However, it's less expensive, and less time consuming. So, pick your poison.

To do this, just go to www.WordPress.com and register.

Just be sure to configure your blog with easy navigation and include the elements presented earlier that will set your digital portfolio apart from others.
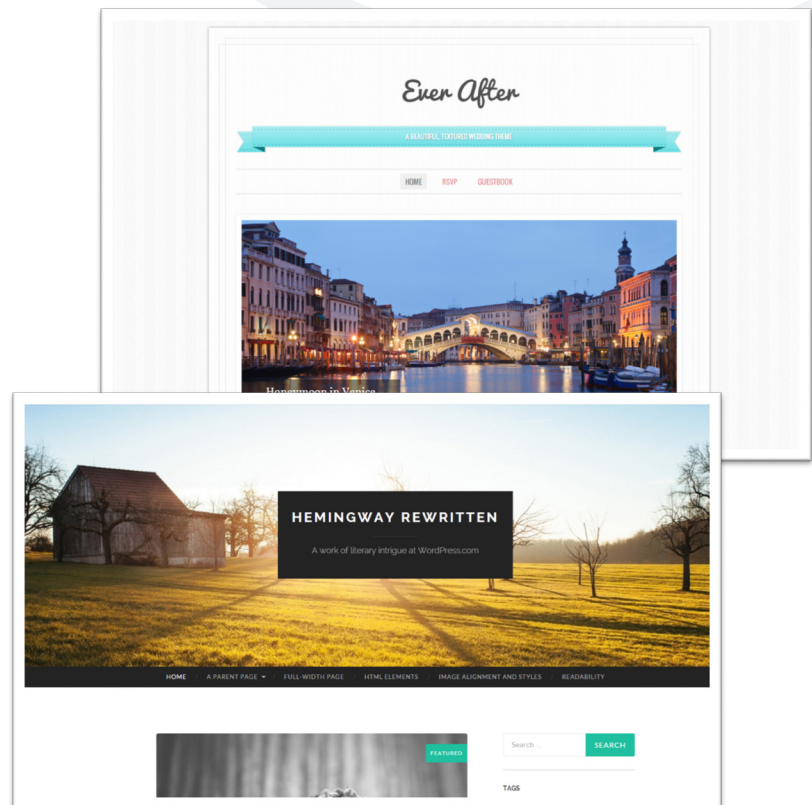
How about simply posting your resume online?

WHETHER IT'S PRINT OR WEB… AN EYE-CATCHING RESUME IS KEY

Even if you don't want to take the time to build a full online portfolio (which I strongly recommend you do), you can still publish a great resume online.

I recommend having a custom domain name to point to your resume regardless (as mentioned earlier) if you have a website or simple publication.

So, for this route, there are only three steps…

STEP 1: FIND A RESUME TEMPLATE

You can go to www.graphicsriver.com and search for inexpensive resume templates. This will allow you to download a beautiful resume and requires zero graphic design skills. You simply click and replace basically.
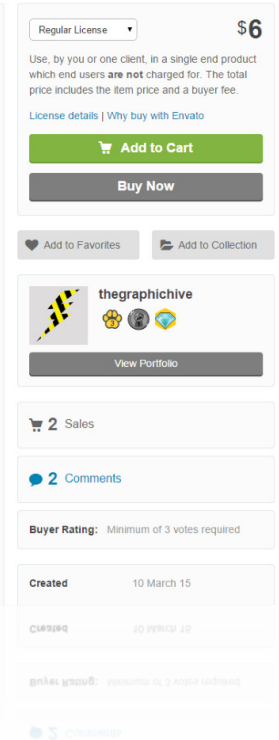
STEP 2: CUSTOMIZE RESUME

When publishing your resume online, you want more than just a 1-page resume. Anyone on the street will have a 1-page resume. However, if you provide a link on your resume, 8 times out of 10, you will get an interview because the employer already knows more about your skills and ambition than any other candidate that didn't have addition information available online.

Some of the items you will want to have handy are: endorsements, a short bio, any skill relevant to your desired position, how

to contact you (social media, email, other online portfolios, etc.), and what traits you bring to the table that set you apart from other marketers.

STEP 3: COMBINE DOCUMENTS & PUBLISH

You will want to combine all of these elements into ONE .PDF (do this using Adobe Acrobat). You will also want to make sure to have a front cover and a back cover. Then, register online at Issuu. com for an account and upload your .PDF. Tip: Make sure document has an even amount of pages. Also, be sure to take the time to complete the description and title of your document.

Ok, my resume is complete, but now, how does it get found?

There are tons of websites to publish your resume to. However, I've often found that your personal network is going to be the best place to get your resume into the right hands.

SOCIAL MEDIA! SOCIAL MEDIA! Social. Media.

Publish your website, Issuu publication, to your LinkedIn page, include a link in your Facebook and Twitter profiles (clean up your social media accounts… make them private, and delete anything that an employer might find as offensive… they DO search for you online. Weekly share your website and portfolio with your network and ask them to share your link with their network as well.

But, for those of you who want to post your resume on a job site, here are some of the ones I recommend for marketing professionals…

But before we get into that… let me explain why social media will help you get a job…

Watch this great YouTube video created by EqualMan (if you aren't following him on Twitter and Facebook... ya should) that has taken the marketing world by storm. It really puts into perspective how important social media is in the marketing world.

https://youtu.be/jottDMuLesU

Where do I publish my resume online?

Most marketing jobs these days include flyer/brochure creation, maintaining a website, blogging, social media, event planning, web analytic interpretation, and creative ideas on how to engage a targeted audience. So, word to the wise… instead of searching for "Marketing Jobs" (because a TON of sales jobs will come up), try these terms instead (if you're looking for a creative marketing job):

- Marketing Coordinator
- Digital Marketing
- Interactive Marketing
- Communications Specialist
- Web Content Manager
- Community Relations
- Business Development

WWW.LINKEDIN.COM

WWW.COROFLOT.COM

WWW.INDEED.COM

WWW.SIMPLYHIRED.COM

WWW.GLASSDOOR.COM

WWW.ZIPRECRUITER.COM

Feel like some of this is over your head?

DON'T LEAVE GRU WITHOUT TAKING THESE COURSES!

If you feel like some of this information is over your head and feel it's near impossible to create a digital portfolio and to market it, then you probably need to take a few courses to add some of these skills to your portfolio… because you will definitely need them in the marketing world. According to CBSNews.com: "Business majors don't learn much in business school."

Academically Adrift, suggests that 45% of college students don't learn much of anything in their first two years of college. Among the students who learn the least in college are social work, education and business majors. In contrast, the researchers found that students majoring in the humanities, social sciences, hard sciences and math do relatively well.

> "Business majors don't learn much in business school."

SOME COURSES OFFERED AT GRU THAT ARE TYPICALLY REQUIRED FOR COMM MAJORS, BUT CAN BE A GAME CHANGER FOR MKTG MAJORS ARE:

- ART2541 (Graphic Design I: Photoshop + Illustrator)
- COMP3041 (Magazine Practicum: InDesign + Photoshop)
- COMP3502 (Website Publication: Dreamweaver + HTML + CSS)
- COMP3200 (Press Release Writing)

All of these courses are courses that I took while at GRU. They helped me add some great pieces (several magazine articles, branding pieces, websites, etc.) to my portfolio, as well as helped sharpen my skills, which helped my resume stand out in the crowd.

DON'T HAVE TIME TO TAKE THESE COURSES? WELL, OK. TRY THESE GREAT EDUCATIONAL WEBSITES AND VIDEOS INSTEAD…

- http://tv.adobe.com/
- http://www.udemy.com
- http://www.lynda.com
- https://www.youtube.com/user/terrywhitetechblog

Have more questions?

VISIT ME ONLINE AT WWW.JASHLEYPANTER.COM OR FOLLOW BLU MOUNTAIN EXPRESSIONS VIA THE SOCIAL MEDIA CHANNELS REPRESENTED BELOW:

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Resources

SCAN THE QR CODES (OR CLICK THE IMAGES) BELOW TO ACCESS THE RESOURCES
DESCRIBED. THESE RESOURCES CAN ALSO BE FOUND AT:
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HTTP://WWW.DREAMHOST.COM/R.CGI?1128086

USE PROMO CODE: BLUMOUNTAIN
(PLEASE NOTE: THERE IS NO "E" IN NAME)

SO, WHO THE HECK IS J. ASHLEY PANTER?

I graduated from GRU (well, ASU back then) in 2012 with a Bachelor of Arts degree in Communications with a concentration in Public Relations and a minor in Graphic Design. During my time at ASU, I was involved with several organizations on campus, as well as interned for a year and a half at ASU's Office of Public Relations (where I picked up most of my cool marketing tricks).

While in school, I got bored of the poor college student lifestyle, so I started my own business, Blu Mountain Expressions. Blu Mountain Expressions is a Design + Marketing company that primarily handles non-profit and small business brand development (like websites, logos, business cards, social media type of stuff).

After graduation, I went all over God's green Earth interviewing and finally landed a pretty sweet gig working in Atlanta as a Marketing Coordinator at a luxury real estate company, Harry Norman, REALTORS®.
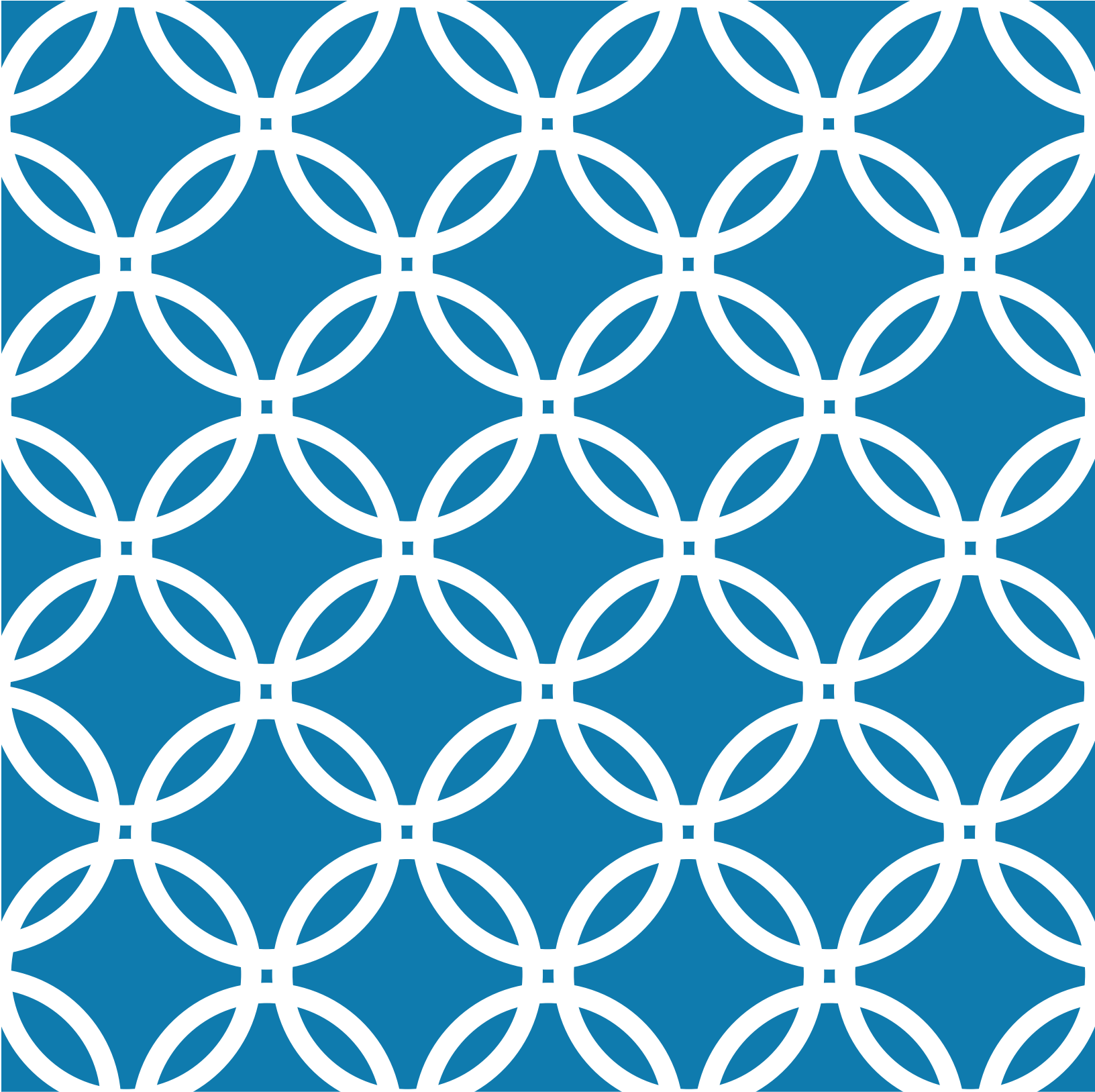
After two years and four months of dealing with real estate agents all day (I'm surprised I don't have gray hair yet), I was selected as a candidate for the brand new Marketing Manager position at The University of Georgia... so, of course, when offered the job, I accepted!

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 many 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.

My Specialties: Creative thought, WordPress extraordinaire, branding expert, business card guru, and an advertising and marketing mastermind.

Want to learn even more about me? Visit my online at www.jashleypanter.com -or- you can stalk me via LinkedIn at www.linkedin.com/in/jashleypanter. Either way, I'm cool with it.

Thanks for reading!