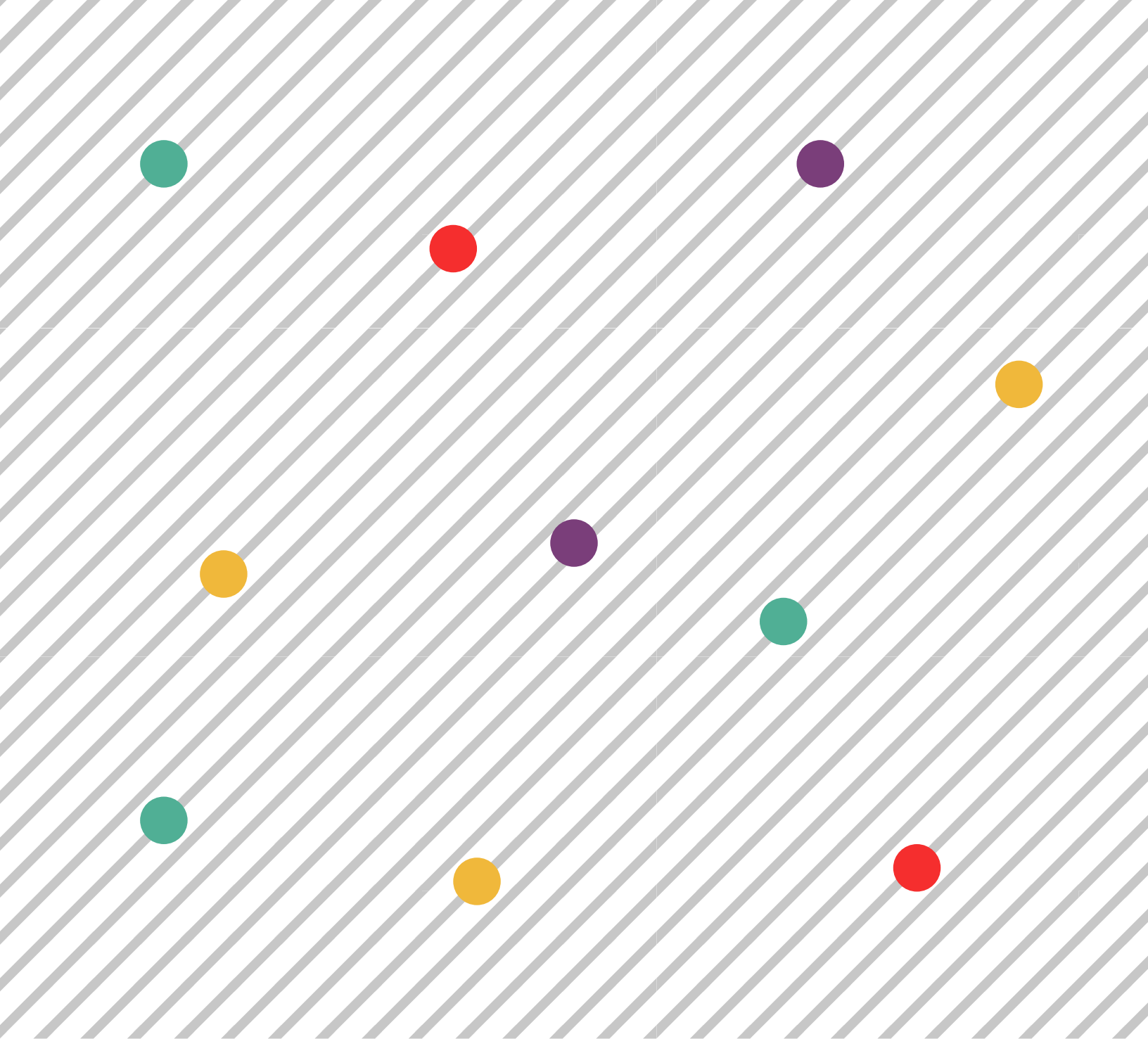


J. ASHLEY PANTER

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?**

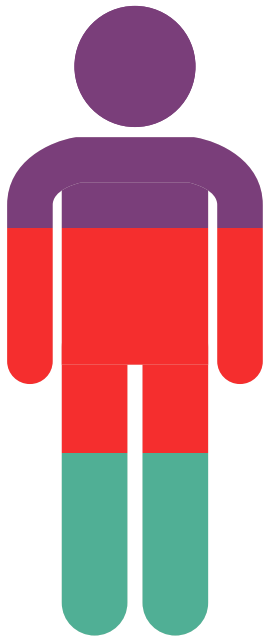
I consider myself to be a rare find as a marketer. Unlike many marketers, I am both right-brained and left-brained. I am both a strategic and creative thinker and am always five steps ahead. As a strategic and creative thinker, my passion and skills sets in **graphic design**, **website development**, **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.

I'm a creative marketer. I not only understand the "business world" and core business theory, but I also understand both the creative world and important design principles one must follow, in addition to understanding the technical world such as web development, database management, and analytic reporting, which makes me a valuable team member to any company as 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 help various teams within an organization understand how everything functions TOGETHER... I'm your gal.

**SEE SOME
OF MY
SKILLS &
INTERESTS**



DESIGN – 25%

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 design or print, is my favorite type of design though. Think back... when is the last time you really enjoyed visiting a website (and not because of the content) and had seamless navigation and page flow? Can't think of one? That's UX. People won't remember good UX, but they ALWAYS remember bad UX. In this instance, I want to be unmemorable. Whether it's designing for print, digital, web, or a user, my design skills are sharp and can compete with the best of them.

MARKETING – 50%

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).

**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

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.

Re-designing the SBDC website was a primary duty when first hired, as well as assisting with writing and overseeing implementation of a complete branding and marketing compliance plan. I also provided design templates, training, and a media library for SBDC offices around the state to enhance their marketing efforts.

In addition, I led the design efforts, content, and development of the annual UGA SBDC publication, Small Business and Its Impact on Georgia.

HARRY NORMAN,
REALTORS®
MARKETING COORDINATOR
2012-2014 | Atlanta, GA

While working at Harry Norman, REALTORS® as a Marketing Coordinator, I was responsible for and enhanced 65+ luxury real estate agents' marketing, public relations, branding, and

digital efforts. I assisted the agents with the design and innovative marketing materials that varied from print, to advertising and digital. I also managed the Forsyth/Lake Lanier Office's social media presences and was responsible for their website development, optimization, and visibility. I led several monthly hands-on training workshops to help the agents better understand modern marketing tactics, social media, message crafting, in addition to learning and then training the agents how to use their HNR provided resources to enhance their listings.

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 spear-headed, designed, and developed a monthly digital magazine, HNR's Real Estate Guide, which was published both in digital and print format. The publication averaged 17,250 print distribution and 2,000+ online monthly views. I also led the coordination of many charity events such as two Red Cross Blood Drives, a Community-Wide "Yardsale," a Chili Cook-Off, and 2 Benefit Horse Shows. All net proceeds of these events were donated to community non-profit organizations.

AUGUSTA UNIVERSITY
WEB/GRAPHIC DESIGNER
2010-2012 | Augusta, GA

with accuracy and representation of the AU brand, in addition to meeting and communicating with clients and providing design solutions to meet their needs. I worked on a variety of projects ranging from brochures, campus maps, campus banners, redesigning department webpages, redesigning the ASU homepage and assisted with usability design, campus newspaper masthead, and assisted with general user experience insight and content writing.

I managed the majority of graphic design requests for the university that came through the Office of Public Relations. These projects required me to work within tight deadlines, complete the projects

X-TREM PRINTGRAPHICS
GRAPHIC DESIGNER
2006-2009 | Blue Ridge, GA

inventory in the showroom and coordinate marketing initiatives to increase business efficiency and awareness.

I managed my own case load for screen print and embroidery projects. I reviewed design requests, met with clients, and completed the projects to meet the clients' needs. I also helped manage

**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 facilitate and led multiple sessions throughout the workshop and schedule any interactive activities and worksheets involved with the workshop. Each support staff member receives 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 & UNIVERISTY OF GEORGIA
(2015, 2016, & 2017)**

I led 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 files and presentation slides.

DIGITAL PORTFOLIOS: DO YOU NEED THEM?

AUGUSTA UNIVERSITY

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

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.

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PUTTING YOUR BUSINESS ON THE MAP WITH GOOGLE

UGA SBDC IN ATHENS

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.

**FREELANCE
KEEPS MY
SKILLS
SHARP.**

BLU MOUNTAIN EXPRESSIONS

CREATIVE DIRECTOR

2011-Present | Atlanta, 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 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 30 clients and on a variety of project.

EM CREATIVE

CREATIVE PARTNER

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. EM Creative has already worked with 4 clients on a continuous basis and primarily focuses on digital and UX strategy and branding and identity projects.

GO KICKBALL

GRAPHIC DESIGNER

2016-Present | Atlanta, GA

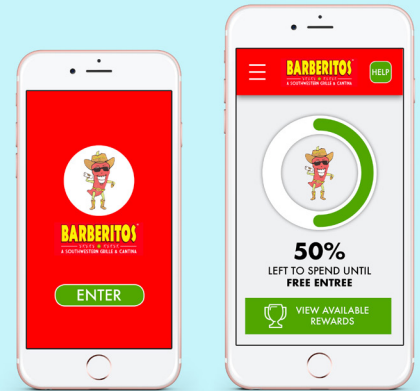
At GO Kickball, I assist in the creation of social media images, t-shirt designs, logos, and help bring creative business initiatives to life via design.

**CHECK OUT
SOME OF MY
WORK.**

USER EXPERIENCE



APP/UX DESIGN



BRANDING



BRANDING



BRANDING





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

DOWNLOAD

WEBSITE/UX/WIDGET DESIGN



APP/UX DESIGN

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."

+CONTACT



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www.jashleypanter.com



LINKEDIN PROFILE

www.linkedin.com/in/jashleypanter



PHONE

(706) 633-3362



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

TO VIEW MY PORTFOLIO, VISIT:

WWW.JASHLEYPANTER.COM