



ASHLEY WELLS

Visual Communicator

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TOOLS

Adobe Illustrator



Adobe Photoshop



Adobe InDesign



Adobe Premiere Pro



Adobe After Effects



Wordpress



Squarespace



HTML & CSS



JavaScript



Bootstrap



Hubspot



Microsoft Office Suite



SKILLS

- Visual Communications
- Branding
- Web Design
- Print Design
- Digital Design
- Typography
- Infographic Design
- Photography
- Videography

EXPERIENCE

Tenna

2021 - Present | Edison, New Jersey (Remote)

Creative Manager

- Designed print, digital, and social ads.
- Led, directed, videographed, and edited marketing videos for customer stories, advertisements, and brand awareness for a total of 75+ videos.
- Optimized the front and back-end of the website to increase site performance.
- Designed booths, print collateral, digital graphics for trade shows and events.
- Coordinated with freelancers, clients, and internal team members on video shoots.
- Developed new brand messaging to stand out versus our competitors.
- Ensured brand consistency across the company by creating and maintaining templates for presentations, print, digital, email, and landing pages to be used throughout the company.
- Coordinated with the Sales team on presentations and collateral for prospective clients.

Marketing Graphic Designer

- Redesigned entire 100+ page company website in 4 months from initial concept to launch.
- Led daily maintenance of the front and back-end of the company website.
- Videographed and edited customer stories, installation videos, and brand awareness videos.
- Design for social media and paid media.
- Worked with the Marketing team to design email campaigns and landing pages in Hubspot.
- Coordinated with the Sales team on presentations and collateral for prospective clients.

Freelance Designer & Photographer

2016 - Present | Remote

- Work with clients to design initial branding across various industries.
- Design for events and weddings.
- Shooting photography for portraits and architecture.

ThriveHive

2016 - 2020 | Boston, Massachusetts

Senior Designer

- Designed websites in multiple platforms including Wordpress & Mono using HTML, CSS & Bootstrap.
- Coordinated with developers on the implementation of new platforms.
- Trained designers on efficient use of the new platforms.
- Reviewed team member's websites for quality assurance prior to client review.
- Created logos for small to medium sized businesses around the country.
- Worked directly with the client from the initial intake to the final launch.

Designer

- Developed websites in an HTML & CSS based platform built on top of WordPress.
- Designed logos and social media for small to medium sized businesses.
- Created landing pages in connection with advertising and email campaigns.
- Performed quality assurance on landing pages and websites.

EDUCATION

University of South Carolina

Bachelor of Arts, Journalism, and Mass Communications | Columbia, South Carolina

- Major in Visual Communications
- Minor in Sport and Entertainment Management