

Ashley Head

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PROFESSIONAL SUMMARY

Seeking an entry level role to begin my career in a creative environment.

SKILLS

Adobe InDesign	Copy writing	Strategic Planning
Adobe Illustrator	PR writing	Attention to detail
Adobe Photoshop	Graphic Design	Storytelling
Canva	Digital Marketing	Teamwork

EDUCATION

Creative Branding Specialization

IE University Business School (online)

February 2024

Bachelor of Liberal Arts- Mass Communication

Winona State University, MN

Deans list 2021-2023

August 2019-December 2023

Relevant Coursework: Principles of Public Relations, Public Relations Tech/Strategies, Public Relations Writing, Principles of Advertising, Advertising Copy Writing, Advertising Design, Strategic Social Media, Media Planning/Buying, Print/Web Production, Video/Audio production, Research in Mass Media, Advertising Campaign, Creative Digital Media Storytelling, Intro to Graphic Design, Media Design

RELEVANT EXPERIENCE

Vice President of Public Relations Student Society of America (PRSSA)

Winona State University

August 2022-May 2023

- Created relevant and engaging content for Instagram using Adobe InDesign and Canva. Instagram posts worked to gain awareness, increasing our follower count by 20%.
- Used social media management tools to plan and schedule social media content.
- Presented at club fairs and visited classrooms on campus to promote club activities, which led to a 50% increase in membership.
- Networked with industry professionals to secure their participation as guest speakers at club meetings.

Graphic Designer

Canopy Creative Advertising Agency (capstone project)

January-May 2023

- Collaborated with a Research Specialist, Social Media Specialist, Media Planner/Buyer, and PR Writer to create 3 advertising campaigns for Cameron's Coffee within a 5 month time frame.
- Developed communications strategy to meet Cameron's Coffee campaign objectives.
- Conducted thorough market and audience research and organized focus groups to ensure that our strategies would resonate with our target audience.
- Created advertisements, logos, social media posts, and designed product packaging using Adobe InDesign and Adobe Illustrator, ensuring that all visual assets were concise and used consistent messaging.
- Pitched campaign plan to brand representatives and 30+ students and faculty.
- My teams strategies were successfully integrated by our client and won against 3 other competing advertising agencies.

Copywriter

Kelms Krazy Farms (contract)

February-March 2023

- Facilitated effective communication with client to understand their specific needs and project requirements with the goal of increasing website traffic and engagement.
- Crafted compelling copy for "About Us" section for client's website, articulating distinct brand positioning to highlight their unique narrative, values, and services.
- Maintained a consistent brand voice and tone which aligned with clients brand identity.
- Incorporated client feedback to refine and optimize copy, resulting in client satisfaction and project completion.

CERTIFICATIONS

Google Professional Digital Marketing and E-Commerce

February 2024

Hootsuite Platform Certification

October 2022