

ASHLEE PRICE

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COMMUNICATIONS DIRECTOR & GRAPHIC DESIGNER

LEARNING & GROWTH • DIVERSITY & INCLUSION • COLLABORATION • REGENERATIVE PRACTICE

Expertise directing communications strategy, and visual design direction, as well as overseeing programmatic and institutional marketing strategies with a focus on distribution and growth

Self-motivated, collaborative, strategic, and highly organized professional with 8+ years of success leading data-driven organizational change through branding/art direction, web-ready digital content, research, development, and execution of innovative solutions, initiatives, and cross-organizational projects that advocate diversity, equity, and inclusion. Extensive experience identifying the most strategic path in high-change environments, leading, managing, and building teams that collaborate effectively, designing and maintaining systems that keep projects on target, and working relationally across departments aligning with impact goals. Succeeds in fast-paced environments that respond to dynamic cultural moments, while overseeing a pipeline of programmatic, philanthropic, and institutional marketing. Capable of ensuring that your organization's voice and brand are optimized for targeted audiences across platforms.

Repeatedly recognized for knowledge, expertise, and achievements in areas including:

- Administration Support
- Project/ Product Management
- Packaging/ Branding
- Typography
- DEI Communications
- Executive Communications
- Storytelling/ Emotional Intelligence
- Internal Communications
- Web Design/ Design Principles
- Time Management/ Organization
- PR Coordination
- Collaboration
- Painting/ Illustration/ Sculpting

Technical Skills & Tools:

Adobe Creative Suite, Canva, Pages, Mac/PC, Basic HTML, Shopify, Wix, WordPress, Mailchimp, Excel, PowerPoint, Word, Adobe Acrobat, JavaScript, Google Suite, SEO, Zoom, WebEx, Asana, Social Media

HIGHLIGHT OF QUALIFICATIONS

- Content strategist with progressive experience in forecasting, planning, designing, and implementing effective marketing communications solutions for print, web, experiential and social media that promotes.
- 6+ years of experience working in diversity communications, successfully managing time-sensitive, cross-functional, and increasingly complex projects, including social media campaigns, PR campaigns, and digital content creation.
- Experience working with BIPOC-led organizations and populations, executing innovative solutions, movements, and cross-organizational projects that advocate racial equity.
- Oversaw complete rebranding for 35+ clients (logo, typography, website design, packaging), managing budgets of up to \$250,000.
- Possess the ability to respond to pressure and change with equanimity.
- Excellent communicator and writer, that exercises tact and a strong understanding of nuance in communications.
- Exceptional organizational and time management skills along with the ability to handle multiple tasks simultaneously and within strict deadlines.

PROFESSIONAL EXPERIENCE

Director of Communications, Zombeemcgee LLC, CA

04/2017 – Present

Create, design, concept, and produce layouts and graphics for direct mail, brochures, magazines, banners, signage, corporate communications, presentations, style guides, illustrations, style guides, website design/ web ads, newsletters, logos and images, and direct communications strategy for a grassroots BIPOC organization that services cis, non-binary, and LGBTQ+ women of color. Use Adobe Creative Suite for project construction.

- Direct the organization's voice, aesthetic, design, and brand alignment. Grow brand recognition among targeted audiences.
- Oversee and drive the website and social media platforms with an eye toward impact, growth, and engagement.
- Direct and deliver PR campaigns, overseeing the relationship with our PR firm.
- Manage the creation of thought leadership strategy, inserting the organization's leadership into targeted conversations and relevant outlets that showcase storytelling to increase efforts in diversity.
- Collect market research, manage member database, develop scripts and copyright for broadcast, organize focus group surveys and analyze metrics to measure and optimize reach strategies.

- Research and identify industry, cultural, economic, political, and social trends, innovations, issues, and influences for the target market.
- Run editorial strategy, maintaining a pulse on local, national, and global events related to cultural strategies that intersect with crucial issue areas and new developments in the digital strategy.
- Review final layouts and designs for errors before printing or publishing and suggest improvements as needed.
- Develop files for proof of performance and maintains an archive of images, photos, and previous projects/products.
- Maintain all product images, logos, and ad guidelines.
- Oversee social media accounts to direct social media analytics strategy, setting targets for audience engagement and testing strategies to meet targets, delivering and analyzing analytics reports monthly.
- Practice management structures that encourage partnership, accountability, learning, growth, and collaboration. Lead cross-functional teams that are collaborative, high-performing, ideal, and inspired.

Graphic Designer, Freelance, Remote**04/2017 - Present**

Employ innovation, art, and technology to consult and revitalize visual brand concepts by hand or digitally to efficiently communicate brand essence and purpose, while growing recognition, value, and customer loyalty for entrepreneurs, start-ups, non-profits, corporations, executives, agencies, and content creators. Used Adobe Creative Suite for project construction.

- Design creative and high-quality print, traditional art, and digital artwork and layout for branding, social media, web, advertising, product packaging, publications, and human-centered design solutions.

Event & Communications Coordinator, Fashion Institute of Design and Merchandising, CA**06/2015 - 04/2018**

Responsible for designing, managing, and delivering creative media communications along with coordinating internal and external events that effectively exuded Diversity, Equity, and Inclusion strategies targeting the support of marginalized students. Used Adobe Creative Suite for project construction.

- Under Director and Executive Assistant to Vice President, successfully developed, employed, and expedited experiential campus events, initiatives, and programs that encouraged personal, professional, and academic development that strengthened resources and opportunities targeting BIPOC populations through diversity, equity, and inclusion for over 8,000 students, faculty, and staff.
- Oversaw all administrative responsibilities and project facilitation, equating to over \$56,000 in development per year for the high-traffic student affairs department.
- Recognized for impact derived from influencing the redesign of campus media communications to target students within diverse communities, thus boosting workshop engagement by 30%.
- Delivered graphics and copy for 16 event campaigns per month and produced reusable design templates.
- Facilitated design strategy for the campus publication.
- Conducted photography for PR and events.

Executive Administrative Assistant, Travelwell, CA**09/2014 - 06/2015**

- Responsible for all administrative duties and personal schedule for a traveling, experiential Psychiatrist.

Associate Media Planner, Mindshare, CA**07/2013 - 06/2014**

- Oversaw successful implementation of multi-million dollar media plans for mobile, video, social, and display from partnerships with corporations.

Executive Administrative Assistant & Studio Coordinator, Tebazile Inc., CA**05/2011 - 07/2013**

- Served as a supervisor for all administrative operations for executives. Oversaw legal documents, management of domestic and international public relations, blog, and 3 social media channels.
- Increased product awareness by creative planning and executing fashion shows that accommodated over 1200 attendees.

EDUCATION

Masters of Fine Arts (MFA) in Media Design - Full Sail University - *Cum Laude*
Bachelors of Science in Business Management - Fashion Institute of Design & Merchandising