

Ashley Fletcher

Portfolio: www.trueshotmedia.com/portfolio

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EXPERIENCE

True Shot Media, Phoenix, AZ — Graphic Designer, Digital Media Specialist (Freelance)

May 2018 - PRESENT

Created marketing and branded material for both print and web including logo and product design, whitepapers, one sheets, presentations and marketing material. Other responsibilities include web design using Wix, Wordpress, or Squarespace, email marketing, and creating materials to fit business style guides. Assisted with managing SEO and social media marketing campaigns.

LAVIDGE, Phoenix, AZ — Publicist

February 2022 - PRESENT

Leveraged expertise in media relations, communication, and marketing to maximize exposure and build author brands for indie authors published through major publishing houses. Crafted compelling press releases and media pitches to generate interest and media coverage. Utilized social media platforms to amplify author voices and connect them with readers. Provided insights and reporting on campaign data, reach and successes. Trained freelancers and new incoming staff.

Parcel Room, Portsmouth, NH — Social Media Manager

February 2016 - September 2020

Created and coordinated social media content to meet company goals. Grew social media reach 60%. Oversaw rebranding and rebuilt company website. Coordinated packing and logistics for antiquities to domestic and international locations in a client facing role. Assisted with the management and training of new staff members.

EDUCATION

Southern New Hampshire University, Manchester, NH — Bachelors in Graphic Design and Media Arts

2019 - 2022

Harford Community College, Bel Air, MD — Associates

2012 - 2014

SKILLS

Adobe Creative Suite; Photoshop, Illustrator, Indesign
Typography
Color Theory
Collaboration and Communication with team members
Microsoft Office
Wordpress
Social Media Marketing and Design
SEO
Project Management