

Ashley Fletcher

Portfolio: www.trueshotmedia.com/portfolio

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EXPERIENCE

True Shot Media, Graphic Designer, Digital Media Specialist - Phoenix, AZ

May 2018 - PRESENT

Created marketing and branded material for both print and web, including logo design, product mock-ups, whitepapers, one sheets, presentations and marketing material. Other responsibilities include web design using a variety of platforms, email marketing, and brand marketing. Assisted with managing SEO and social media marketing campaigns.

LAVIDGE, Publicist — Phoenix, AZ

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 to clients on campaign data, reach and successes. Trained freelancers and new incoming staff.

Parcel Room, Social Media Manager - Portsmouth, NH

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

SKILLS

Adobe Creative Suite;
Photoshop, Illustrator,
Indesign

Typography

Color Theory

Microsoft Office

Wordpress

Social Media Marketing
and Design

SEO

Brand Marketing

Digital Marketing

Collaboration and
Communication

Problem Solving