



ASHLEY E. HAGLUND



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EDUCATION

Cazenovia College, Cazenovia, NY

Bachelor of Fine Arts

Visual Communications, GPA 3.6

Dean's List / Cum Laude / Alpha Chi

SUMMARY

I am a quick learner, I am resourceful, I possess the willingness to learn, and the drive and dedication to be successful. Wherever I am lacking, I make up for it in discipline. I am passionate about marketing and design, proficient in current design software, highly organized with excellent communication skills and the ability to work efficiently in a fast paced environment.

TECHNICAL SKILLS

- MAC & PC Platform
- InDesign / Illustrator / Photoshop
- Microsoft Office
- Social Media Implementation
- Print Design
- Front End Web Development
- Web Site Management

RELEVANT WORK EXPERIENCE

Ashley Elizabeth Designs :: *Owner / Designer a.k.a Miracle Worker / Wedding Stationery Superstar*
Epsom, NH / 2009 – Present

- Met with clients to discuss the scope of different projects and individual needs
- Advise clients on the best strategies to use for their particular products and desired audiences
- Create unique branding packages, graphics, illustrations, and logos for clients
- Develop print and web collateral for multiple clients while maintaining existing brand standards
- Design custom luxury wedding stationery, ancillary pieces for local brides
- Use social media platforms to promote business, engage customers and build relationships

Dell-Lea Weddings & Events :: *Marketing / Event Coordinator*

Chichester, NH / 2017 – Present

- Maintain professional composure and anticipate guest's needs to provide a welcoming atmosphere
- Interact with prospects and clients as the face of Dell-Lea Weddings & Events
- Create and maintain company website and provide graphic design services
- Strong communication skills, attention to detail, and superior phone and email etiquette
- Respond and follow up with leads, while being detail oriented, focused and organized
- Meet with clients to review and organize event layouts and details
- Used excellent problem solving and critical thinking skills to quickly alleviate any issues
- Communicate with staff as well as vendors on the day of event to keep everything on time
- Resolve any customer service issues with confidence and poise
- Manage moving parts associated with hosting events

FireHorse Creative Agency (FUSE Web & Design) :: *Graphic Designer / Social Media Maven*

Concord, NH / 2014 – 2017

- Designed weekly email blasts for high profile clients including Laconia & Orlando Harley-Davidson
- Created front end website designs and populated back end CMS
- Designed landing pages, web banners/ads, print ads, business cards and corporate identity packages for multiple clients
- Managed client's social media campaigns and reports, and created engaging content

R.C. Brayshaw & Company :: *Senior Graphic Designer / Marketing*

Warner, NH / 2013 – 2014

- Conceptualized publications, annual reports, newsletters, postcards, posters, e-mail blasts, and large format banners for Ivy league colleges, local private schools and non profits
- Developed integrated marketing campaigns with personalized urls and multi-channel pieces
- Formulated campaigns that are compatible with web and mobile devices
- Brand development and front end web design

Hexa Interactive Marketing Agency :: *Mid-Level Graphic Designer (promoted within 9 months)*

Franklin, NH / 2010 – 2013

- Created print and web collateral for multiple clients while maintaining brand consistency
- Designed email blasts, front end website design and web banners
- Developed print ads, business cards, outdoor banners and corporate identity packages
- Maintained multiple social media accounts, created content, images and ads for campaigns

United Group of Companies :: *Graphic Designer (promoted within 8 months)*

Troy, NY / 2007 – 2010

- Managed entire design processes for over 30 sites
- Worked directly with clients to plan, analyze and create visual solutions
- Created concepts based on knowledge of layout principles and aesthetics
- Negotiated pricing contracts to stay within a predetermined budget for printing
- Developed full collateral packages from conceptualization through final production
- Produced postcards, magazines, email blasts, tri-folds, billboards and trade show displays
- Developed content for various websites and worked with a third party vendor to create and continually maintain all project websites

Walt Disney World :: *Creative Assistant*

Celebration, FL / 2007

- Handled various graphic design and desktop publishing projects for internal departments
- Participated in training programs and brainstorming sessions
- Provided support to the events team
- Developed and designed marketing initiatives to maximize ticket sales at off-site locations
- Managed print process of jobs
- Acted as a liaison to help communicate company wide campaigns and celebrations
- Collaborated with creative team to guarantee design quality and brand integrity

References furnished upon request