



PROFESSIONAL EXPERIENCE

Ashley Elizabeth Designs :: Freelance Designer / Wedding Stationery Superstar Pelham, New Hampshire / 2009 – Present

- Consult with clients to design, customize and personalize luxury wedding stationery, ancillary pieces, and other special occasion signage
- Advise clients on the best strategies to use for their particular products based on audience type and demographics
- Create unique branding packages, graphics, illustrations, and logos for clients in the retail and consumer space
- Develop print and web collateral utilizing existing brand elements and standards

*Awards: Voted Best invitations in New Hampshire, by NH Alist and New Hampshire Magazine
Crane + Co. Challenge Finalist, Wedding Wire Couple's Choice Award, The KNOT Hall of Fame*

Dell-Lea Weddings & Events :: Wedding / Event Coordinator (promoted to Manager) Chichester, New Hampshire / 2017 - Present

- Create and maintain company website through WIX and provide design services as required
- Oversee all facets of hosting 80+ events annually, accommodating 85-200 guests per event.
- Engage with couples through effective communication, meticulous attention to detail, and exceptional phone and email etiquette, ensuring a focused and well run event
- Coordinate vendors, direct staff, oversee food service, and direct event setup and breakdown

FireHorse Creative :: Graphic Designer / Social Media Maven Concord, New Hampshire / 2014 – 2017

- Designed weekly email blasts for high profile clients including Laconia & Orlando Harley-Davidson
- Conceptualized landing pages, web banners/ads, print ads, business cards and corporate identity packages for multiple clients
- Crafted front end website designs in Photoshop and populated content in a proprietary CMS
- Managed client social media campaigns and performance reports, while creating engaging content to drive interaction

Hexa Interactive Marketing Agency :: Graphic Designer (promoted within 9 months) Franklin, New Hampshire / 2010 – 2013

- Created print and web collateral for multiple clients while maintaining brand consistency
- Designed email campaigns, front-end website layouts in Photoshop, and created 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, New York / 2007 - 2010

- Led the design process for over 30 properties, including brand identity creation and full collateral packages from conceptualization through final production
- Produced postcards, magazines, email blasts, tri-folds, billboards and trade show displays
- Planned content for various websites and worked with a third party vendor to create and continually maintain all project websites in Dreamweaver

Awards: NAHB Best Brochure / NAHB Best Advertisement / National Mature Media Merit Award

Walt Disney World :: Creative Assistant Celebration, Florida / 2007

- Developed, designed and managed print process for design initiatives to maximize ticket sales in central Florida at AAA, Disney Stores and Disney Planning Center locations inside local hotels
- Acted as a liaison to help communicate company wide campaigns and celebrations
- Collaborated with creative team to guarantee design quality and brand integrity

ASHLEY HAGLUND GRAPHIC DESIGNER



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[View samples of my work here](#)

EDUCATION

Cazenovia College, Cazenovia, NY
Bachelor of Fine Arts
Visual Communications, GPA 3.6
Dean's List / Cum Laude / Alpha Chi

TECHNICAL SKILLS

- Ability to work on Mac and PC
- Strong proficiency in Adobe InDesign, Illustrator, Photoshop
- Microsoft Office
- Ability to design for print, web and mobile
- Strong print production knowledge
- Web Site Management

SUMMARY

I am creative, 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, and possess the ability to work efficiently in a fast paced environment.