



ASHLEY ANNESS

[DESIGNER + DEVELOPER]

EDUCATION

CASE WESTERN RESERVE UNIVERSITY

Cleveland, OH (2020)

Full-Stack Web Development

UNIVERSITY OF AKRON

Akron, OH (2011)

B.A., Bachelor of Arts

Visual Communication Design

PERSONAL SKILLS



PROFESSIONAL SKILLS

BRANDING

WEB DESIGN

HTML

JAVASCRIPT

CSS

WORDPRESS

ORGANIZATIONS

AIGA	Present
American Advertising Federation	Present
Pawsibilities, Summit Humane Society	Present

WORK EXPERIENCE

ICP BUILDING SOLUTIONS GROUP (BSG) (April 2016 - Present)

Graphic Designer

- Lead Designer for the Flooring + Cementitious Division of ICP BSG, overseeing 10 unique brands
- Develop and implement guidelines for all brands to ensure consistency
- Create custom-built, responsive websites utilizing Wordpress, HTML, CSS and Javascript
- Perform regular maintenance on all websites; testing and debugging, updating plug-ins, content and Wordpress themes
- Develop, record and edit content for product training videos
- Design and animate videos for various uses including advertisements and social media
- Design and maintain packaging for 2,000+ branded products
- Developed and implemented an in-house print-on-demand system, reducing costs of printed materials by over 50%
- Create and maintain social media content on various platforms
- Work closely with marketing, sales and product managers to produce new product launch materials
- Manage the online Customer Literature Portal that allows users to order and download branded marketing materials
- Manage relationships with vendors
- Identify new opportunities for advertising and media exposure
- Keep current with latest web development practices and ADA compliance

MALCO PRODUCTS, INC. (April 2010 - April 2016)

Graphic Designer

- Ensured brand consistency for marketing collateral across three divisions to meet corporate strategic objectives
- Developed and implemented brand guidelines
- Designed and developed material for web pages
- Assisted in maintaining four websites to ensure an up-to-date online presence
- Developed and created monthly e-mail campaigns resulting in an increased open-rate of 58%
- Developed new article ideas for monthly e-mail campaigns
- Created templates, photographed and coordinated product demos for each monthly e-mail campaign
- Developed, recorded and edited content for product training videos
- Designed labels and other packaging materials for numerous brands
- Organized and maintained 800+ labels to ensure they are up-to-date
- Created and maintained social media content on various platforms
- Photographed products for web and print
- Assisted in all aspects of trade shows and special events, including booth design, giveaways, marketing collateral and awards
- Consulted with the sales department to design advertising campaigns and account specific literature to promote specific products and trainings
- Managed relationships/print jobs with vendors
- Identified new opportunities for advertising and media exposure

CREATE WITH ASHLEY (2006 - Present)

Designer + Developer

Work with multiple clients on web development, web design and graphic design projects across the area in a variety of industries. Consult on multiple projects and provided my design expertise with many clients in the area.

Clients include: ASC Industries, Durolast, CarQuest, O'Reilly, Precision, The May Group, BMA Wellness, Beauty in the Beast Dog & Cat Grooming, Pawsibilities - Summit Humane Society, Condor Welding Deborah Maggard Antiques, Flat Iron Studios and Let's Grow Akron.