



# ASHLEY SCHOENBAUER

ART DIRECTOR

BOULDER, CO

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Portfolio: [ashleyschoenbauer.com](http://ashleyschoenbauer.com)

## EDUCATION

**University of Colorado Boulder | College of Media, Communication, and Information**  
BS in Strategic Communications, emphasis on Media Design  
**College of Engineering and Applied Science** - Minor in Creative Technology and Design  
2018 - 2022 | 3.96/4.0 GPA | Boulder, CO

## WORK EXPERIENCE

**College of Engineering and Applied Science International Programs at UCB |**  
Communications Assistant

October 2019 - May 2020 and August 2020 - Present | Boulder, CO

Promote global engineering options to engineering majors. Website updates, collecting imagery, publishing newsletters, creating fliers, social media upkeep, engaging returned study abroad alumni, and a variety of projects per the needs of the engineering communications team.

**EarthHero** | Graphic Design and Email Marketing Intern

May 2020 - November 2020 | Gunbarrel, CO

Design infographics, quote photos, and other imagery to be posted on social media, used in promotional emails, and added to the website. Work with other interns to plan and schedule social media content for upcoming months. Plan, write, design, and finalize the 2020 edition of the EarthHero Holiday Gift Guide. Design updated packaging, and respond to other needs as determined by the EarthHero team.

**Technology, Cybersecurity and Policy Program at UCB** | Digital Marketing Assistant  
September 2019 - May 2020 | Boulder, CO

Advertise the program and related events to students, alumni, industry partners, and the general public via social media and the website. Social media upkeep, website edits, designing advertising assets, publishing monthly newsletters, interviewing current and former students about their experience with the program, writing articles, and attending various events as a photographer.

## SKILLS

**Software:** Adobe Suite | Google Suite | WebExpress | MailChimp | HootSuite | Canva | Wordpress

**Programming:** Python

**Expertise:** Art Direction | Graphic Design | Copywriting | Campaign Creation | Branding and Packaging Design | UX/UI | Photography | Website Work | Email Communication and Promotion | Basic Market Research

## HONORS

**College of Media, Communication and Information Dean's List**  
All Semesters | 2018-2021

**College of Media, Communication and Information Dean's Scholar**  
All Semesters | 2018-2021

**CU Boulder Esteemed Scholars Scholarship**  
All Semesters | 2018-2021