

# ashley allphin

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## experience

**Manager, Graphic Design & Creative Services** AT Atlanta Braves IN Atlanta, Georgia

MAR. 2020 TO PRESENT

**Graphic Designer** AT Atlanta Braves IN Atlanta, Georgia

OCT. 2017 TO MAR. 2020

- Manage creative processes from concept to completion for Atlanta Braves design collateral and paid media.
- Produce print ads, web graphics, social posts, signage, logos, and other materials to support marketing initiatives, general branding, and events.
- Manage and direct freelancers on outsourced projects.
- Provide input on interdepartmental collaboration projects, such as giveaways, ticket packs, and theme nights.
- Monitor sales totals to anticipate upcoming asset needs.
- Strategize with analytics department to identify target markets and customize marketing materials to speak to each audience segment.
- Maintain daily communication with marketing department to ensure all ongoing projects are on time and in line with overall KPI objectives.
- Liaise with corporate partnerships and marketing department to ensure appropriate use of partner trademarks across all sponsored inventory.
- Lead efforts to identify, implement, and maintain best practices tools for use across internal creative department to maximize efficiency and maintain brand consistency.
- Uphold brand standards by performing quality control of Braves trademarks usage by outside vendors, licensees, and corporate partners.
- Create brand standards guide and yearly campaign style guides to communicate Braves identity to internal and external stakeholders.
- Hold the Community Outreach Chair leadership position for Women in Baseball employee resource group.

**Graphic Design Trainee** AT Atlanta Braves IN Atlanta, Georgia

JAN. 2017 TO OCT. 2017

- Manage the creative process of assigned projects from concept to completion.
- Lead process to identify workflow practices for internal creative department. Develop creative brief and quality control documents for project requests.
- Organize and maintain library of logos and other trademarked assets.
- Produce print and web ads, social posts, signage, logos, and other materials to support marketing initiatives, general branding, and special events.
- Assist creative director in yearly marketing campaign strategies and mini-campaigns throughout the year.

**Manager, Brand Development** AT Minor League Baseball IN St. Petersburg, Florida

JULY 2016 TO DEC. 2016

- Serve as the day-to-day manager of all MiLB-branded projects.
- Direct creative projects, including photo and video shoots.
- Produce print and digital files for MiLB departments, Baseball Winter Meetings, and MiLB Promotional Seminar (nka MiLB Innovators Summit).
- Lead process with freelancers to produce comprehensive visual systems for MiLB and its marquee events.
- Contribute ideas and activation strategies for league and partnership marketing initiatives.
- Ensure consistency of company design and message across all creative projects.
- Arrange jobs with printers and other outside vendors to ensure all projects are on-time and on-budget.

**Graphic Designer** AT Minor League Baseball IN St. Petersburg, Florida

JAN. 2013 TO JULY 2016

- Establish and reinforce the visual brand of Minor League Baseball and its subsidiary companies.
- Produce print-ready materials for all in-house departments, Baseball Winter Meetings, and MiLB Promotional Seminar (nka MiLB Innovators Summit).
- Collaborate with freelancers to generate comprehensive visual systems for MiLB and its marquee events.
- Create templates and code HTML content for company e-newsletters and registration webpages.
- Proofread written materials for grammar and punctuation consistent with AP Stylebook guidelines.
- Understand licensing regulations to ensure correct use of trademarks across all projects.
- Manage Bob Freitas Business Seminar in 2013 and the on-site registration counter at the 2014 Baseball Winter Meetings.
- Voluntarily serve on the Women in Baseball Leadership Event, Diversity, and Employee Volunteer committees.

**Business Development Intern** AT Minor League Baseball IN St. Petersburg, Florida

AUG. 2012 TO DEC. 2012

- Design print materials for the 2012 Baseball Winter Meetings.
- Proofread all Baseball Winter Meetings signage, programs, and related materials.
- Conduct correspondence with and update exhibitor status for 2012 Baseball Trade Show vendors.
- Operate Baseball Trade Show registration counter and manage exhibitor services during the 2012 Baseball Winter Meetings.
- Create and build a Baseball Winter Meetings social media presence.

**Manager, Special Events & Merchandise** AT Daytona Cubs IN Daytona Beach, Florida

AUG. 2009 TO AUG. 2010

- Plan, promote, and oversee the execution of all non-gameday events.
- Schedule and organize mascot appearances, high school games, National Anthem singers, and first pitches at Jackie Robinson Ballpark.
- Design print and web advertisements.
- Hire, train, and manage gameday retail staff.
- Manage and fulfill all donation requests and online merchandise orders.
- Track merchandise inventory, profits, and budget for all items available online and in our in-ballpark store.
- Develop and maintain successful fan and corporate partner relations.

## education

**Full Stack Web Development Online Boot Camp** THROUGH The University of Texas at Austin

Present

**Texas Christian University** IN Fort Worth, Texas

SPRING 2011 TO SUMMER 2012

Post-Graduate Study in Graphic Design

**The Florida State University** IN London, England

SUMMER 2009

Sport Management Study Abroad Program

**The University of Texas at Austin** IN Austin, Texas

FALL 2005 TO FALL 2009

Bachelor of Science in Kinesiology — Major in Sport Management, Minor in Business

## notable skills

Proofreading & QC • Adobe CC • Project Management • Branding & Content Marketing • HTML • Leadership • Freelance & Remote Work