

# Asher Workman

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## PORTFOLIO

<https://aworkman023.github.io/AshPortfolio.github.io/index.html>

## PROFESSIONAL EXPERIENCE

**Marketing Assistant**, T&G Marketing, *Gulf Shores, AL (Remote)* November 2024 – Present

- Designed and launched client website pages on WordPress, collaborating to meet requirements and enhance UX.
- Produced 50+ visually engaging social media stories and posts drive growth in brand impressions.
- Followed structured project timelines and content calendars, ensuring timely updates and alignment with goals.
- Copywrote engaging content and CTAs for client websites and social media to drive engagement and conversions.

**Software Development Intern**, Avanade (Microsoft & Accenture), *Phoenix, AZ* May 2023 – August 2023

- Won 1<sup>st</sup> place among 72 teams using Figma to create high-fidelity prototype at the FUEL conference hackathon.
- Delivered client approved POC & wireframe designs with top creative leaders in an Agile/Scrum environment.

**Shift Lead Barista**, Chilly Bean, *Scottsdale, AZ* May 2018 – May 2023

- Leveraged Canva & Adobe Photoshop to design visually appealing posters & promotional materials for menu items.
- Led & trained team members to consistently meet quality standards in customer service & beverage preparation.

**Information Systems Teaching Assistant**, ASU, *Tempe, AZ (Remote)* August 2023 – December 2023

- Assisted professor in Mobile Development & Database Management by grading homework & answering inquiries.
- Supported over 120 students hosting over 32 office hours throughout the semester by providing personal feedback.

## EDUCATION

**Bachelor of Science, Computer Information Systems** Graduated: May 2024

W. P. Carey School of Business, Arizona State University, *Tempe, AZ*

GPA: 4.0

- Dean's List: Fall 2020-Spring 2024
- Involvement: Dept. of Information Systems Club (DISC), Community Instruction Program (CIP), TransFam, & Trans Spectrum of Arizona (TSAZ)

## PROJECTS

**Digital Marketing, Global Tech Program**, ASU, *Tempe, AZ* January 2023 – May 2023

- Developed Shopify store & Instagram page utilizing UGC, Canva, Google Trends, & SEO adhering brand guidelines.
- Used Sprout Social & Insense to execute influencer marketing campaigns & identify relevant promoters.
- Leveraged Google Ads to enhance conversion rates by conducting A/B testing with effective UX/UI design.

**Graphic Designer**, TransFam ASU, *Tempe, AZ* September 2023 – May 2024

- Utilized Adobe Creative Cloud & Canva to deliver designs from concept to execution incorporating club identity.
- Grew server membership by 47 people, with 22 becoming active members, by enhancing the club's digital engagement.

## SKILLS

### Software

- Google Ads, Meta Ads Manager, Sprout Social, Google Trends, Shopify, Canva, Adobe Creative Cloud, Figma, Wordpress, Insense, Excel, Google Workspace, Microsoft Office, Trello, Divi Builder, Elementor, iOS, Android

### Certifications & Certificates

- Digital Marketing: Digital Marketing Ecommerce with Shopify & SEO, Digital Marketing Ad & Social Media Optimization
- Global Tech Program: Intercultural Skills