**Ashley Jobe, MBA**

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**SUMMARY:**

A cross-functional, marketing and design professional passionate about creating sustainable and innovative solutions to positively impact the customer experience. A self-starter and collaborative team player able to take an idea to reality, manage projects, events and campaigns, as well as, strategic development. High compliance and standards keeps brands clear and concise. Ideal position will champion communication and influencing skills, ability to multi-task and keep projects moving while keeping teams motivated.

**EDUCATION:**

**California College of the Arts | San Francisco, CA**

Master of Business Administration (MBA) - Design Strategy May 2014

**High Point University | High Point, NC**

B. S. in Business and Marketing May 2006

**PROFESSIONAL EXPERIENCE:**

**Intellect Resources**| *Site Manager Consultant* | Greensboro, NC | Jun 2014 – Jul 2014

* Managed a team of deployed consultants in a hospital while installing EHRs (Electronic Health Records)
* Responsible for site, resource, team and client management including onboarding, training and reporting
* Short-term summer project

**Tanger Factory Outlets** | *Creative Services Designer Consultant* | Greensboro, NC | Sep 2013 – Jun 2014

* Manage projects, campaigns, outlet center communications and vendors relations
* Design and execution of marketing materials to comply with the Tanger Outlet Brand and National Campaigns
* Improve effectiveness and efficiency of departmental processes, best practices and metrics

**Truliant Federal Credit Union**| *Marketing & Graphics Coordinator* | Winston-Salem, NC | Apr 2011 – Aug 2012

* Led branding and communication for a multimillion dollar system upgrade which resulted in smooth transition and high satisfaction rates among our 180,000+ members, staff and business partners
* Developed and executed marketing plans and strategies; managed projects, graphics standards, events and campaigns
* Incorporated new processes and corporate re-branding resulting in increased customer traction and experience
* Managed internal business division, vendor and PR relationships

**Northstar Travel Media/Travel Weekly**| *Marketing Associate & Graphic Designer* | W-S, NC | Mar 2008 – Apr 2011

* Develop and recommend unique design approaches for multiple channels across many brands and client projects
* Increased live leisure and online virtual tradeshow attendance by 30% year over year
* Implemented creative team brainstorming sessions and company events which improved company culture and fostered unification and cross-collaboration throughout organization

**Walker & Associates, Inc.** | *Marketing Coordinator & Communications Specialist* |Welcome, NC| Jun 2006 – Mar 2008

* Re-shaped marketing by identifying and assembling new processes, procedures and communications channels
* Partner with sales to develop campaign and event strategies to amplify sales, in addition to, internal incentives
* Improved logistics to increase lead generation and customer satisfaction rates

**ADDITIONAL PROFESSIONAL EXPERIENCE:**

**TurboCare** | *Marketing Administrative Assistant Consultant* |Rural Hall, NC | Nov 2005 – Jun 2006

* Transformed operations by introducing, implementing and managing sales and marketing’s first online platform
* Increased proposal and bid turnaround times by developing strong dashboard analytics and departmental reporting tools
* Improved workflow efficiency which generated more sales and stronger customer relations

**The Russell Agency** | *Marketing Administrative Assistant* | Winston-Salem, NC | Feb 2004 – Aug 2005

* Streamlined communication and operations to effectively and efficiently engage national clients with live prototypes
* Assisted in creative development, strategic, branding, marketing and production projects from conception to launch
* Participated in pitches, brainstorming, model recruiting, event promotions and product launches

**PROJECT & EVENT EXPERIENCE:**

Marketing & Creative Director - **Homeslice Pizza & Subs** – Greensboro, NC – 2012-Present

Designer Consultant - **Toms Shoes** /Style Your Sole Events – North Carolina & California – Event Based – 2010-Present

Operations Consultant - **Back to the Roots** – Oakland, CA – 6 Month Project - 2013

Business Model Consultant - **Terra Ferma Landscapes** – San Francisco, CA – 6 Month Project - 2013

Marketing, Design, Writing & Advertising **- Latitude Magazine** –Winston-Salem, NC – 6 Month Project - 2008

**VOLUNTEER & COMMUNITY EXPERIENCE:**

Marketing Chair & Director **- R. J. Reynolds High School, Ten Year Reunion** – Winston-Salem, NC – 2011

Marketing Chair & Director - **Historic West End ARTSFest** - Marketing Chair & Director – Winston-Salem, NC – 2009-2011

**INTERNSHIPS:**

Marketing & Graphic Design Intern - **GoPLAY Advertising** – Winston-Salem, NC – 2003

Architectural & Interior Design Intern - **CJMW Architects** – Winston-Salem, NC – 2001