

# ASHLEY GARCIA

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Marietta, GA 30062 • (256) 454-3787 • ashley\_m\_garcia@yahoo.com • [graphicsbygarcia.com](http://graphicsbygarcia.com)

## SKILLS

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- B2B and B2C marketing
- Digital Marketing
- Email Marketing
- Adobe Creative Suite proficiency
- Microsoft Office Suite proficiency
- Google Ads and Analytics
- Figma
- Hubspot
- CRM strategies
- Development processes
- Asset Management
- Time and project management
- Event planning and coordination
- Presentation and report preparation
- Customer service
- Scheduling and calendar management
- Budget management
- Organization
- Attention to detail
- Confidentiality and discretion

## EXPERIENCE

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### ***Freelance Graphic Designer***

*(12/2024) - Present*

*Marietta, GA*

- Developed and implemented 50+ graphic design projects for clients, boosting company productivity.
- Delivered projects ahead of schedule, ensuring client satisfaction and project efficiency.
- Communicated with clients to develop a comprehensive understanding of branding to create effective visuals for the needs of each project.
- Provided exceptional customer service through remote editorial meetings, planning sessions, and one-on-one consultations.
- Established strong relationships with clients through clear communication, responsiveness, and delivering high-quality work on time and within budget.

### ***Anniston Museums and Gardens • Graphics and Marketing Coordinator***

*(12/2021) - (12/2024)*

*Anniston, AL*

- Managed planning, creation, and implementation of all marketing campaigns and collateral through multi-channel marketing, building reliable campaigns with a 150% yearly profit increase.
- Improved social media traffic by 100%, increasing program and attendance annually.
- Collaborated cross-functionally to create client and brand-centric digital and print advertising campaigns on tight deadlines, managing multiple priorities in a fast paced environment.
- Implemented marketing automation tools for social media and email marketing campaigns.
- Developed and implemented assets for email marketing campaigns with segmented audiences.
- Managed advertisements through marketing tools and platforms like Google Analytics and Meta.
- Tracked insights and produced written reports on marketing data for analysis with marketing tools and platforms like Google Analytics and Meta, providing better understanding for future campaigns.
- Produced informative presentations for high-dollar grant and sponsorship collaboration.
- Managed website, utilizing WordPress, driving engagement up by 175% through the use of SEO.
- Managed marketing budget, implementing changes to improve spending and returns.
- Developed all written press releases and PSAs for media outlets for all major events and updates.
- Led the graphic design internship program, overseeing all projects and their editorial processes.
- Managed vendor and media relationships for marketing and advertising projects, with groups like USA Today and the History Channel.
- Planned and executed event based marketing and day-of-support for sold out events, drawing an attendance of up to 2,500 attendees

**Walmart • Sales Associate***(10/2019) - (12/2021)**Anniston, AL*

- Managed customer satisfaction through collaboration, problem solving, and communication skills, increasing sales and product turnover.
- Communicated clearly and positively with coworkers and management.
- Assisted management with inventory control and upkeep.
- Collected and utilized inventory logs to improve customer assistance.

**Viking Fusion • Graphic Designer & Marketing Assistant***(04/2017) - (05/2019)**Rome, GA*

- Created marketing campaigns for the public relations team for events and upcoming projects.
- Brainstormed new avenues of advertising, increasing followers by 125% in under a year.

**Viking Fusion • Studio Assistant***(08/2016) - (05/2019)**Rome, GA*

- Instructed coworkers and students with their understanding of the Adobe Creative Suite, photography, videography, and media production, increasing productivity throughout the team.
- Managed video editing and production of projects in a fast paced environment.
- Created informative media packets through use of video and audio editing software.

**EDUCATION AND CERTIFICATIONS**

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**Berry College, Rome, GA • BA Communications***2019***HubSpot Academy • Digital Marketing Certification***2024***HubSpot Academy • Email Marketing Certification***2024*