

Megan Ashley

Swannanoa, NC • meganhashley@gmail.com

Experience:

Freelance – Asheville, NC 2002 – Present
Multimedia Service Provider

- Provide extensive multimedia services to artists and small businesses
- Develop, implement and maintain websites
- Develop brand and company identities (logos, colors, etc)
- Implement identity onto various collateral (business cards, letterheads, etc.)
- Design marketing materials and sales collateral (rack cards, brochures, catalogs, etc.)
- Photography and digital photo retouching
- Creative direction and design consultation
- Video & audio post-production

Selina Naturally – Arden, NC 2006 – 2009
Art Director & Senior Graphic Designer

- Development of brand and corporate identities
- Web – site maintenance, email promotions, ezines, captures pages
- Print – marketing materials and sales collateral (media kits, product labels, catalogs, newsletters, etc.)
- Photography – product photos, catalog cover shots, digital photo retouching
- Video – production and post-production (cooking segments and company documentary)
- Creative direction and project management
- Copywriting, proofreading, and editing

Oliver Media – Asheville, NC 2004 - 2005
Senior Multimedia Designer & Project Manager
Multimedia Department Administrator

- Art direction and design consultation
- Responsible for maintaining client relationships
- Managed full service print and web design department
- Designed marketing materials and sales collateral
- Managed, maintained, and designed client and company websites
- Print ad and publication design, production, and press ready preparation
- Provided strategic team leadership and recruitment of design professionals & photographers
- Responsible for delivering projects on time and on budget to ensure client satisfaction

Estella Design – Asheville, NC 2002 - 2004
Junior Multimedia Designer
Office Manager & Administrator

- Managed all office and administrative duties
- Responsible for maintaining client relationships
- Designed marketing materials and sales collateral
- Blue line proofing and color concepts
- Participated and assisted in the direction of photo shoots
- Print ad and publication design, production, and press ready preparation
- Communicated corporate identity through design of logos and collateral
- Managed and maintained client websites

Education:

Associate in the Arts, Creative Writing, Brevard College
Bachelor in the Arts, Multimedia Arts & Sciences, UNCA