

ASHLEY BOLEN

Graphic Designer & Marketer

✕ Design Experience

Envirox – *Product Marketing & Design Manager*

- Develop and implement marketing strategies targeting 5 different segments of company customer base.
- Plan, execute and manage marketing collateral for new product launches from initial concept through implementation.
- Develop and implement go-to-market strategy and value propositions for new product launches.
- Design product and dispenser labels for chemical offerings ensuring EPA and Green Certification guidelines are met.
- Design product specific brochures, literature pieces, web banners, and promotional materials to increase company brand awareness.
- Maintain and create content for company website as needed.
- Work cross-departmentally to ensure company strategic goals are met with each new Marketing initiative.
- Collaborate with Sales team to create support material as needed.
- Regularly consult with commercial printers and vendors to ensure final products meet stringent quality guidelines.

*Danville, IL
January 2016 – Present*

Cellular One – *Retail Marketing Specialist / Graphic Designer*

- Created print advertising on large and small scale media platforms such as brochures, flyers, posters, billboards and bus signage to increase Cellular One brand awareness.
- Managed promotional product advertising/marketing materials for 13 retail stores.
- Created/designed promotional give away items and apparel.

*Danville, IL
April 2013 – January 2016*

Freelance Graphic Designer

- Smith Hospitality – Designed logos for new restaurant ventures.
- White Smith Marketing Group – Designed catalogs, signage and booth displays.
- Phi Sigma Sigma – Created visuals for fundraiser campaigns.

January 2010 – Present

Trigard – *Graphic Designer*

- Designed bronze/aluminum plaques and signs for businesses and universities nationwide.
- Mastered skills in Photoshop photo manipulation and color-correction to create top of the line memorials.

*Danville, IL
May 2010 – April 2013*

Calvin College – *Graphic Design Intern/Art and Communications Intern*

- Created informational brochures, posters, postcards and flyers to promote college events.
- Assisted in generating unique designs for Calvin College apparel.
- Consulted regularly with printing services accordingly to college policy and procedures.
- Worked closely with senior designers to learn the skills needed be an efficient and successful designer.

*Grand Rapids, MI
September 2008 – May 2009*

✕ Education

Calvin College
B.A. in Visual Communications
(Graphic Design & Marketing)
Grand Rapids, MI
2005 – 2009

✕ Software Proficiency

Adobe Photoshop	MailChimp
Adobe Illustrator	Microsoft Office
Adobe InDesign	Canva
Adobe Acrobat	Smartsheet

✕ Capabilities

- Experience working with strong established brands.
- Extensive experience collaborating with clients, vendors and printing services to complete projects from conception to final product.
- Self-motivated, well-organized and deadline driven.
- Strong image manipulation skills and an exceptional eye for detail.
- Strong communication skills.
- Highly collaborative.