



## ASHLEY ESNES

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### DESIGN SKILLS

Advertising Design  
Basic Web Design  
Concept Development  
Corporate ID  
Digital Imaging  
Layout  
Logo Design  
Newsletters  
Photography  
Poster Design  
Typography

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### MARKETING SKILLS

Brand Marketing  
Campaign Advertising  
Copywriting  
E-Commerce  
IMC Strategies  
Industry Research  
Market Research  
Media Planning  
Media Sales  
Public Relations

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### SOFTWARE SKILLS

Mac & PC Platforms  
Acrobat Professional  
Dreamweaver  
Flash  
Illustrator  
InDesign  
Microsoft Office  
Photoshop

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### INDUSTRY EXPERIENCE

**Boca Canvas** | April 2009 - September 2009

Brand Advertiser & Graphic Designer

*Composed the integrated marketing communications plan; designed and executed the corporate identification package and marketing campaign.*

**Artemis Design Group** | September 2008 - September 2009

Advertising & Graphic Design Intern

*Acted as the both art director and designer in the execution of numerous proposals for non-profit organizations.*

**The South Florida JIMMY Magazine** | November 2008 - March 2009

Advertising & Graphic Design Intern

*Contributed to the development of graphic design material; assisted with magazine layout options; developed marketing plans for existing and future clients.*

**Social Graces** | October 2008

Freelance Designer

*Designed the graphics and website, and the corporate identification package.*

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### WORK EXPERIENCE

**LPE Enterprises** | May 2007 – Present

Technical Assistant; Management

*Progressed from establishing a filing system and maintaining the personnel data log to employee invoice preparation, employee management, and client interaction.*

**Get, Ready, Set, Grow Academy of Delray Beach** | March 2004 – April 2007

Head Teacher; Assistant Teacher; Tutor

*Attended various workshops and seminars in regards to education; volunteered at both Galaxy and Calusa Elementary for the purpose of professional development.*

**The American Café** | August 2003 – September 2004

Hostess; Server; Food Runner

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### AWARDS | SPECIAL RECOGNITION

**Best Creative Portfolio Award** | September 2009

**Highest Achievement Award** | September 2009

*For outstanding academic performance and service to the community and school*

**Consistent Dean's & Principle's Honor Roll recognitions**

**The Art Institute of Fort Lauderdale Artemis Design Group**

*Work chosen for DSS's company logo and corporate identification package*

**The Art Institute of Fort Lauderdale Design Honors Group**

*Work chosen for Project Link's "A Night with Friends"*

**Bright Futures Medallion Scholarship**

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### EDUCATION

**The Art Institute of Fort Lauderdale** | September 2009

Bachelor of Science Degree in Advertising; 3.8 GPA

**Florida Atlantic University** | 2005 – 2007

Major: Elementary Education

**Florida State University** | 2003 – 2005

Major: Liberal Arts

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