

Ashley Baca

EDUCATION

MFA Graphic Design | 2012-2017

Savannah College of Art & Design, Georgia
Graphic design history/theory/ writing/typography, art direction, product design, UI/UX, user research, infographic/data design, design thinking.

Professional Enrichment in Nonprofit Comms | 2015 & 2016

Nonprofit Storytelling Conf.
Brand storytelling, writing newsletters, stories, thank you and appeal letters, digital/social media/ film/interview storytelling.

Professional Enrichment in Website Design | 2011-2012

Mesa Community Coll., Arizona
Courses in Adobe Dreamweaver, Flash, HTML/XHTML, CSS, and Javascript.

Professional Enrichment | 2005-2011

Pima Community Coll., Arizona
Courses in AutoCAD

Bachelor of Fine Arts in Visual Arts | 1999 -2003

Bennington Coll., Vermont
Photography, digital art & painting.

MEMBERSHIPS

AIGA Membership | 2015
Austin, Texas, Chapter

AD2-Advertising Federation | 2008-2009
Tucson, Arizona, Chapter

EXPERIENCE

Freelance Designer & Consultant | 2007-Pres. Ashley Lynn Limited, Remote

Graphic designer specializing in visual and digital comms., such as creative content, **graphic, product** and **web design**, art direction, **videography**, photography, **branding** and **social media**. Current clients include: PDXWildlife, Brooklyn Cooperative Preschool, Kid Central Early Learning Center, Kirk & Sons Hazelnuts.

Manager, Marketing & Comms | 2014-2020 Cal Farley's Boys Ranch, Texas

Highlighted CFBR's work and managed its digital presence through engaging content creation. Designed and managed organizational **websites, products, social media, email** and **digital campaigns**. Created client/feature stories in written and **video** form with supporting photography. Wrote email newsletters, appeals and thank you letters. Maintained and managed donor interactions and correspondence, such as donation forms, email welcome series, and e-news letters. From 2016 to 2020, I helped grow online giving by 78% and total number of gifts by 77%. From 2014 to 2020, I helped increase website sessions by 67%.

Buffalo Exchange, LTD, Tucson, Arizona | 2005-2011 **Expansion Department Assistant | 2007-2011**

Assisted in the design and development of retail stores through the creation of store mockups and materials, researched and managed vendor relationships, and assisted in build outs. Photographed and edited images to illustrate store design and layout.

Marketing Department Assistant | 2007-2010

Helped coordinate print advertising by verifying ad placement and quality. Helped modify, prep and submit ads for publication. Prepared art for website and projects. Researched and managed vendors and projects. Helped manage social media.

E-Commerce Associate | 2005-2007

Ran e-commerce site. Worked with store managers to select items. Photographed and edited images for sale online. Wrote item descriptions and created item listing. Processed orders and responded to customer inquiries in a professional and timely manner. Tracked and managed inventory, and prepared reports.

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SKILLS

Advanced:

Graphic Design; Product Design;

Web Design: HTML, CSS, SEO,

Analytics, responsive/mobile;

UI/UX; Copy Writing & Editing;

Social Media: Content creation,

management & advertising,

website integration/tracking;

Email Design; Photography/

Photo Editing; **Videography/Video**

Editing; Project Management/Art

Direction

LANGUAGES

Proficient/Advanced:

English (Native)

Beginner:

Spanish & Italian

SOFTWARE/APPS

Advanced:

Adobe Cloud: InDesign, Illustrator,

Photoshop, Premier, After Effects,

Media Encoder, Audition, XD,

Spark, Dreamweaver, Sketch,

Acrobat

Blackbaud: Luminate Online

Wordpress: Website creation and

management

Proficient:

Mac & PC proficient

Microsoft Office applications

Google Suite: Google Adwords,

Analytics, GTM

InVision, Figma, Sketch

Blackbaud, Raisers Edge NXT,

Luminate Online, Bloomerang

Email systems: MailChimp,

Constant Contact

Social automation tools:

HootSuite, Publr, Buffer

AWARDS & RECOGNITIONS

Luminate Online Certified | 2020

Blackbaud

Graphic Design Dept.'s Summer Exhibition | 2013

Savannah College of Art & Design, Georgia

Exhibited an infograph design on Assyrian historical loss.

In-House Design Merit Award | 2011

HOW Magazine

Stylist recognition for Buffalo Exchange's 1974

campaign tees.

Silver Award | 2010

Advertising Federation

Stylist recognition for Buffalo Exchange's 1974

campaign tees.

In House Design Award | 2010

GDUSA Magazine

Buffalo Exchange stylist recognition in "sales promotion &

kits" and "brochures & collateral" categories.

Expansion Dept. Award | 2009 & 2010

Buffalo Exchange, Arizona

Law Library Exhibition | 2008-2013

University of New Mexico

Paintings exhibited in the law library.

VOLUNTEER

Director, Marketing | 2022 to Present

Brooklyn Cooperative Preschool, Oregon

Director, Marketing & Outreach | 2022 to Present

PDXWildlife, Oregon

Digital communications &

fundraising consultant | 2015 to Present

PDXWildlife, Oregon

Guest speaker on marketing, communications and entrepreneurship | 2018/2019/2021

Amarillo Rotary Club, Texas

High school student career mentor | 2019-2020

Amarillo Rotary Club, Texas