

# Ashley Baca

## EDUCATION

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### **MFA Graphic Design | 2012–2017**

Savannah College of Art & Design, Georgia  
Graphic design history/theory/  
writing/typography, art direction,  
product/print design, UI/UX,  
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/  
video/interview storytelling.

### **Professional Enrichment in Website Design | 2011–2012**

Mesa Community Coll., Arizona  
Courses in Adobe Dreamweaver,  
Flash, HTML, 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.

## LANGUAGES

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### **Proficient/Advanced:**

English

### **Beginner:**

Spanish & Italian

## EXPERIENCE

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### **Creative Director, MarComms | 2007–Present** Ashley Lynn Limited, Remote

For over 15 years, I've had my own company, specializing in contract work to help organizations with their outreach efforts and creative needs, specializing in copywriting, graphic design, web design, art direction, videography, photography, branding, and social media management.

### **Manager, Marketing & Communications | 2014–2020** Boys Ranch, Founded by Cal Farley's, Texas

Highlighted Boys Ranch's mission and programs, managing their marketing and digital presence through creative content, such organizational websites, social media, and digital campaigns. Created client feature stories in written and video form with supporting photography/videography. Copywriting for emails, newsletters, appeals and thank you letters. From 2014 to 2020, I helped grow online giving by 78%, increased website sessions by 67%, and improved email open rates from 6% to 26%.

### **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

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### Advanced:

Marketing & Communications;  
**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;** Print Production;  
**Videography/Video Editing;**  
Project Management/Art Direction

## SOFTWARE/APPS

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### Advanced:

Adobe Creative Cloud: InDesign,  
Illustrator, Photoshop, Premiere,  
After Effects, Media Encoder,  
Audition, XD, Dreamweaver,  
Acrobat; Blackbaud: Luminate  
Online; Wordpress; MailChimp

### Proficient:

Microsoft Office applications  
Google Suite: Google Adwords/  
Grants, Analytics, GTM  
InVision, Figma, Sketch  
Blackbaud: Raisers Edge NXT,  
Bloomerang, Constant Contact  
HootSuite, Publr, Buffer  
Woocommerce, Wix

## MEMBERSHIPS

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### AWAI Membership | 2021-2022

American Writers & Artists  
Institute

### AIGA Membership | 2015

Austin, Texas, Chapter

### AD2-Advertising Federation | 2008-2009

Tucson, Arizona, Chapter

## AWARDS & RECOGNITIONS

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### Luminate Online Certified | 2020

Blackbaud

### Graphic Design Dept.'s Summer Exhibition | 2013

Savannah College of Art & Design, Georgia

Exhibited an infographic 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

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### Director, Marketing & Outreach | 2022 to Present

PDXWildlife, Portland, Oregon

### Director, Marketing | 2022

Brooklyn Cooperative Preschool, Portland, Oregon

### Digital Communications &

### Fundraising Consultant | 2015-2022

PDXWildlife, Oregon

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

Amarillo Rotary Club, Amarillo, Texas

### High school student career mentor | 2019-2020

Amarillo Rotary Club, Amarillo, Texas