Ashley Baca

EDUCATION

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

Proficient/Advanced:

English

Beginner:

Spanish & Italian

EXPERIENCE

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 effots 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

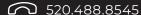
Helped coordinate print advertising by verifying ad placement and quality. Helped modify, prep and submit ads for publication. Prepared art for website and projects. Researched and managed vendors and projects. Helped manage social media.

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.









Ashley Baca

SKILLS

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

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

AWAI Membership | 2021-2022 American Writers & Artists Institute

AIGA Membership | 2015 Austin, Texas, Chapter

AD2-Advertising Federation | 2008-2009

Tucson, Arizona, Chapter

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 & 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







