

# Ashley Marie

UX/UI Graphic and Website Designer/Manager

Business, Branding, Marketing, E-Commerce, and Search Engine Optimization Specialist

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**Objective:** To obtain a remote position where I can utilize my skills and abilities to assist my clients and employers in building and growing their businesses

## Education:

**Degree:** Bachelor of Science in Business Administration

**Major:** Business & UX/UI Graphic and Website Design/Development

**Minor:** Branding, Marketing, E-Commerce, & Search Engine Optimization

## Work History:

**Valonix Studios: April 2009 - Present**

**Senior UX/UI Graphic/E-Commerce Website Designer/Developer & Business Manager**

- Designing, building, and managing E-Commerce websites and online storefronts through Figma, Amazon Seller Central, Facebook Marketplace, eBay, Etsy, Shopify, Squarespace, WiX, GoDaddy, WordPress, WooCommerce, BigCommerce, and many more
- Creating and managing product listings and product descriptions
- Generating keywords and Search Engine Optimization content to increase rankings for product listings and websites
- Selling products and services online through branding, marketing, and Search Engine Optimization
- Developing and managing data analysis, status reports, and implementing A/B Testing
- Collaborating with clients and peer designers to develop designs that match our clients' requests and preferences

**Your 3rd Wish: July 2015 - May 2018**

**Lead UX/UI Graphic/E-Commerce Website Designer/Developer & Branding Manager**

- Designing, creating, and managing E-Commerce websites and online storefronts through Figma, Amazon Seller Central, eBay, Etsy, Shopify, GoDaddy, Squarespace, and WiX
- Designing, developing, and editing with Canva, Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Adobe Spark, Adobe Fresco, Adobe Capture, Adobe InDesign, Adobe XD, Adobe Dimension, Adobe Dreamweaver, Adobe Premiere Pro, and Adobe After Effects
- Creating unique graphics, illustrations, logos, email templates, advertisements, videos, gifs, digital signage, infographics, eBook covers, banners, brochures, business cards, flyers, posters, postcards, calendars, stickers, and more
- Increasing business and product popularity through branding and Search Engine Optimization
- Analyzing marketing, visual, and branding efforts, interpreting problems, and implementing changes to maximize profits and enhance the brand's image and reputation

**A&J's Classic Creations: June 2011 - July 2015**

**UX/UI Graphic/E-Commerce Website Designer/Developer & Marketing Manager**

- Managing advertisements and online appearance/brand publicity using consumer psychology, UX/UI Graphic and Website Design, Search Engine Optimization, Amazon Ads, Facebook, Facebook Ads, Google Ads, Google Analytics, Google Tag Manager, Instagram, Instagram Ads, LinkedIn, LinkedIn Ads, MailChimp, Pinterest, Pinterest Ads, TikTok, TikTok Ads, Twitter, Twitter Ads, YouTube, and YouTube Ads
- Establishing a strong social media presence through Facebook, Instagram, Twitter, TikTok, LinkedIn, Pinterest, YouTube, and more
- Designing and developing email templates and advertisements
- Coordinating project and promotion launches
- Conducting in-depth market research on uses and functions of each design to determine how they will benefit our clients and future customers
- Utilizing clients' requests and concerns to initiate the development of new products and services

**Portfolio:** [ashleymariesportfolio.com](http://ashleymariesportfolio.com)

## Skills and Abilities

- Creative with immaculate attention to details
- Extensive knowledge in Search Engine Optimization, branding, marketing, consumer psychology, core design principles, typography, and color psychology
- Strong verbal and written communication skills, troubleshooting, problem solving, multitasking, time management, organizational, and decision making skills
- Independent, empathetic, optimistic, and a great listener
- Goal, deadline, quality, and detail oriented
- Self starter with the ability to work quickly and effectively under pressure
- Experienced with digital, content, and data driven marketing
- Experienced with subscription service platforms and implementation using various E-Commerce platforms
- Experienced with product listing applications, product suggestion applications, fulfillment applications, and dropshipping

## Graphic Design Experience

- Banners
- Brochures
- Business Cards
- eBook Covers
- Flyers
- Illustrations
- Infographics
- Logos
- Menus
- Posters
- Social Media Posts
- Stickers

## Adobe Creative Cloud Experience

- Adobe After Effects
- Adobe Capture
- Adobe Dimension
- Adobe Dreamweaver
- Adobe Fresco
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe Spark
- Adobe XD

## UX/UI, SEO, & E-Commerce Experience

- Amazon Seller Central
- BigCommerce
- eBay
- Etsy
- Facebook Marketplace
- Figma
- GoDaddy
- Shopify
- Squarespace
- WiX
- WordPress

## Social Media Marketing, Advertising, & Email Campaign Management Experience

- Amazon Ads
- Facebook
- Facebook Ads
- Google Ads
- Google Analytics
- Google Tag Manager
- Instagram
- Instagram Ads
- LinkedIn
- LinkedIn Ads
- MailChimp
- Pinterest
- Pinterest Ads
- TikTok
- TikTok Ads
- Twitter
- Twitter Ads
- YouTube
- YouTube Ads