



ASHLEY HUNTER

605.430.0386 hunterashleyd@gmail.com ashley-hunter30
ashleyhunterdesign.com 40475 210th St, Ute, IA

Experience working in marketing and communication with a diverse background in sports, higher education, product branding, and advertising. Continually commended for the ability to succeed in a fast-paced setting while meeting strict deadlines and presenting creative solutions.

Professional Skills

Photoshop
InDesign
Illustrator
After Effects
Premiere Pro
Social Media
Microsoft Office
WordPress
Campaign Monitor

Education

Black Hills State University
May 2014

B.S. in Mass Communication & Corporate Communication
minor in Business Administration

Buena Vista University
Expected May 2022

M.A. in Organizational Leadership

Certificates

Google Analytics for Beginners

HubSpot Social Media Certified

Campaign Monitor
(Email Marketing Fundamentals; Email Marketing Best Practices)

Experience

Marketing & Communications Specialist

Buena Vista University | Jan. 2020 – Present

- Develop and execute internal and external communications including crisis communication plans and University leadership communications
- Implementation of Campaign Monitor to replace mass emails through Outlook
- Support overall brand messaging and identity
- Aid in planning and promoting large-scale university events
- Develop marketing campaigns throughout the customer funnel

Freelance Graphic Designer

Ashley Hunter Graphic Design | Aug. 2017 – Dec. 2020

- Work with companies of varying sizes across the country to enhance brand identities, create new marketing pieces, and promote products and brands
- Experience working with both clients and printers to see projects through from concept to print/installation
- Developed websites using Wix and WordPress, including an ecommerce site; experience with Drupal

Director of Marketing & Design

Rapid City Rush Professional Hockey | Oct. 2015 – Aug. 2017

- Designed all advertisements and media including print, digital, billboards, website, and game-day motion graphics
- Managed and grew following on social media platforms
- Supported game day through game scripts, oversight of dance team and mascot
- Responsible for website redesign to create functionality and drive ticket sales
- Filmed and edited video for in-game use as well as social media
- Worked with ticket sales to market group ticket sales and theme nights

Visual Editor | Internship

The Jacket Journal | Sept. 2012 – May 2014

- Collaborated with students and staff on the visual aspects of the newspaper
- Redesigned the layout of the hard copy and online newspaper for better functionality and ease of readership
- Taught students how to use InDesign to create a newspaper layout