

# Ashlee Springer

EXPERIENCED GRAPHIC DESIGNER, MANAGER, AND DIGITAL GO-GETTER

## EXPERIENCE

### CREATIVE CONTENT & ORGANIC MARKETING MANAGER

Impressions Online Boutique | APRIL 2021 - PRESENT

As the Creative Content and Organic Marketing Manager, I am responsible for directing and managing all organic marketing efforts. This includes planning and executing all social media, approving email marketing and website design, app design and implementation, SMS marketing, and overseeing our Influencer program. I manage a team of 3 and coordinate with individuals within the Creative Team to execute weekly launches.

### CREATIVE MANAGER

Impressions Online Boutique | JUNE 2017 - APRIL 2021

As the Creative Manager, I was the right hand to the CEO and Creative Director. I worked alongside and managed sub-departments within the Creative Team, including marketing, styling, photography, and design. On a daily basis I approved, oversaw, and directed the work of a team of 11 individuals with a common goal to connect with our customers through creative storytelling and on-brand campaigns that delivered sales.

### GRAPHIC DESIGNER

Impressions Online Boutique | JAN 2016 - JUNE 2017

I was tasked with visually communicating the Impressions brand through digital and print creative. I oversaw the timely and on-brand deployment of email marketing campaigns, social media graphics, and internal branding. I worked with a Creative Team to plan cohesive design work that would drive brand recognition, loyalty, and sales.

### MARKETING & DESIGN COORDINATOR

Skosay | MAY 2015 - JAN 2016

I worked directly with the founder and co-founder to build brand direction, creative assets, and messaging. I was tasked with fostering brand awareness and marketing to explain their in-house app. I handled all digital, print, and social media.

## CONTACT ME

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## EDUCATION

### Bachelor of Arts in Visual Design

University of Arkansas | 2015

### High School Graduate

Cabot High School | 2011

## SKILLED IN

• ADOBE CREATIVE SUITE

• LATER

• SHOPIFY

• SQUARESPACE + WIX

• LISTRAK, MAILCHIMP,  
AND FLODESK

• SOCIALIX

• TRELLO + ASANA

• LEADPAGES

• MICROSOFT OFFICE

• CANVA

## CONTINUING EDUCATION

### LEADERSHIP TRAINING FOR MANAGERS

Dale Carnegie | 2017

### CREATE & CULTIVATE

Los Angeles | 2018

### CREDO CLEAN BEAUTY CONFERENCE

Los Angeles | 2022