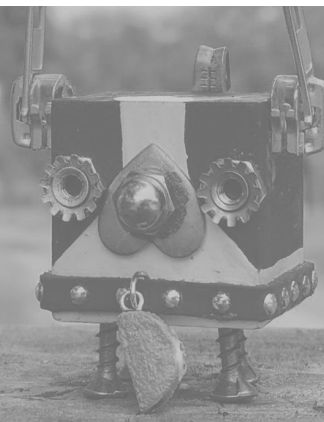




**ASHLEY
PETERSON**
GRAPHIC DESIGNER



936 577 9393
ashley@lyricalchaos.com
lyricalchaos.com

BIOGRAPHY

I'm a creative who loves a challenge and trying new things. I'm a transplanted Texan who loves road trips, honing her photography skills on her dogs (and food) and is always up for an adventure!

f /ashleypeterson
t /_friedgold
in /ashleypeterson

EXPERIENCE

- CREATIVE DIRECTOR**
Wright's Media / Wright's Printing | Jun 12 - Jul 18

Managed the Creative team for a content licensing company while working directly with the Marketing team on strategy and campaigns for Wright's Media and sister company Wright's Printing. Became well-versed in all aspects of print.
- CREATIVE DIRECTOR**
The Wright Agency | Oct 16 - Jun 17

Helped launch an in-house advertising agency while working for Wright's Media. Managed the Creative team and worked on a wide range of projects including logos, email campaigns, advertising campaigns and full-scale websites.
- DESIGNER / FRONT-END WEB DEVELOPER**
Wright's Media / Wright's Printing | Oct 11 - Jun 12

Developed landing pages and logos for well known publications for a content licensing company. Designed direct-mail pieces, logos, websites and other advertising items for the sister company Wright's Printing.
- FRONT-END WEB DEVELOPER**
Sprinkler Warehouse | Mar 11 - Oct 11

Helped design and maintain a two major e-commerce stores. Designed all print pieces and iPad app interface for showroom.
- LEAD GRAPHIC / WEB DESIGNER**
Ocean Water Marketing | Aug 08 - Sept 10

Designed and launched multiple websites. Developed and implemented marketing strategies for investment clients.
- GRAPHIC DESIGNER**
Sam Houston State University | Jan 06 - Jul 08

Designed all print collateral for The School of Music. Worked closely with Faculty and Administration on all projects.

EDUCATION

BFA in ADVERTISING/GRAPHIC DESIGN
Sam Houston State University

Minor in Studio Art

Dean's List and President's Honor Roll recipient

SKILLS

| | |
|-------------|---------------------------------|
| Illustrator | <div style="width: 90%;"></div> |
| Photoshop | <div style="width: 90%;"></div> |
| Indesign | <div style="width: 90%;"></div> |
| Wordpress | <div style="width: 80%;"></div> |
| HTML5/CSS | <div style="width: 70%;"></div> |
| Mailchimp | <div style="width: 85%;"></div> |
| MS Office | <div style="width: 95%;"></div> |

REFERENCES

Brian Kolb | Chief Brand Officer, EnVeritas Group
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Angela Hextell | Former VP of The Wright Agency
+520 305 1514 | angelahextell@gmx.com