



ASHLEY SMITH

MARKETING, CREATIVE, & WEB PROFESSIONAL

Creative designer, marketing manager, and content developer with proven creative expertise, technology skills, and advertising experience. Seeking an opportunity to work with a tourism-related business where my 8+ years of experience can further product development, destination offerings, or encourage travel interest.

(623) 628-0618 | ash.smith.az@gmail.com | linkedin.com/in/smithash | heyashleypratt.com | Flushing, Michigan

WORK EXPERIENCE

CREATIVE MANAGER

Frankenmuth Convention & Visitors Bureau | October 2014 - Present

- Spearheaded design and content strategy for two major website overhauls, with the end product leading to increased website users, pages per user, and pages per session.
- Grew the destination's Instagram following by over 3200% organically within the first two years of my employment by capturing and developing engaging content for the platform.
- Through expert content planning, garnered over 3.5 million views on video content I filmed, edited, or produced. Go-to person for Pure Michigan, TICOM, and MACVB when the need for state-wide video content arises.
- Collaborated with internal departments to create the first ever community-wide magazine - now in its 14th issue - resulting in increased engagement by residents and sold out advertising space for each issue.
- Lead project manager and content developer on annual publications, such as annual travel guide, coupon book, seasonal promotions, and events. Designed all marketing materials including but not limited to print ads, digital billboards, postcards, invitations, magazines, signage, and email newsletters.

OWNER + LEAD DESIGNER

Spiced Design Co. LLC | November 2020 - Present | Frankenmuth, MI

- An e-commerce home organization label business built in the midst of the COVID-19 pandemic. Through successful digital advertising, generated over \$26,000 in revenue by the sixth month of operations.

ADMISSIONS COORDINATOR

UEI College | April 2014 - October 2014 | Phoenix, AZ

STUDIO PHOTOGRAPHER

Portrait Innovations | September 2013 - December 2013 | Peoria, AZ

CENTER CONSULTANT

FedEx Office | March 2013 - September 2013 | Surprise, AZ

OWNER + GRAPHIC DESIGNER

Ashley Smith Design | February 2013 - Present | Self-Employed

- Design entire brand identifies for businesses and organizations, including logos, websites, and general marketing materials. Successfully increase awareness and sales for businesses through engaging content on their social media channels.

MULTI-CHANNEL SALES ASSOCIATE

Best Buy | June 2012 - January 2013 | Phoenix, Arizona

SKILLS

Social Media Management
Email Marketing
Digital Advertising
Video Production & Photography
Adobe InDesign, Photoshop, Illustrator, Lightroom
Final Cut Pro
Microsoft Office and Apple iWork
Simpleview CRM, Craft CMS
Google Analytics
Facebook Ads Manager
Experience with Slack, Zoom, GoToMeetings, and Microsoft Teams

VOLUNTEER EXPERIENCE

Vice President of the Board of Directors & Marketing Chairperson
Frankenmuth Farmers Market
April 2020 - Present

Bi-Annual Volunteer
Michigan Cares for Tourism
May 2015 - Present

CERTIFICATIONS

Certified Guest Service Professional (CGSP), American Hotel & Lodging Association, March 2018

AWARDS

2019 HSMAI Adrian Awards, Silver
Digital Marketing Campaign

2019 eTourism Summit Award
Best Content Marketing Program

Michigan Society of Association Executives, 2015 Diamond Award
Website