

Ashley A. Bernard

Digital Creative, Graphic Designer, Strategic Storyteller

@ashleyabernard
ashleyabernard.com
ashleyabernard@gmail.com

EDUCATION

College of Arts & Sciences,
University of Pennsylvania
B.A. in Political Science
Concentration:
International Relations
May 2014

TECH SKILLS

Adobe Photoshop,
Illustrator, & InDesign
Microsoft Office Suite
HTML/CSS
Wordpress & Sitecore
Git (Version Control)
Girl Develop It - Philadelphia
Summer of Open Source
Fellow 2014 / Organizer 2015

INTERESTS

Community Engagement
Brand Design
Graphic & Web Design
Photography
Open Source Programming
Civic Technology

ABOUT

A self-taught graphic designer and digital creative with a background steeped in social media, I am a firm believer in the powers of story and design to make people smile, think, and act. I'd love to help you share your story; be it through graphics, words, or strategy.

PROJECTS & FREELANCE WORK

Philadelphia Tennis Club, Philadelphia, PA (July 2014 - November 2014)
Full Service Branding, Social Media, Web, & Small Business Consulting
Worked with board members to realign the club's organizational and visual identities with their goals via full website redesign, creation of Excel directories and marketing materials, implementation of Google Suite applications and MailChimp services, the creation of an instructional "quick guide" for all the new services, and a social media intro seminar for the board

DIGITAL MARKETING & RELATED PROFESSIONAL EXPERIENCE

Delphic Digital, Philadelphia, PA (March 2015 - Present)
Project Coordinator

I manage various marketing communications and web development projects for both the Delphic brand and a docket of smaller clients, with responsibilities including social media management, community engagement, event production, sponsorship coordination, and managing website updates and builds.

GraduatePrograms.com, Philadelphia, PA/NYC (July 2013 - May 2014)
Director of Social Media

Directed strategic social media planning, built online community by boosting engagement, served as in-house designer for small projects and media deliverables, managed all social media platforms including Twitter, Facebook Google+, Pinterest and BuzzFeed accounts

Penn Open Learning, Philadelphia, PA (February 2014 - April 2014)
Social Media Assistant

Sourced articles for various social media platforms, designed a poster for an international higher education conference, created various databases to track Coursera student engagement

Givology, Philadelphia, PA/NYC (March 2012 - June 2013)
Chief Marketing Officer

Executed strategic digital and social media planning and campaigning, including interviews, blogging, and management of Twitter and Facebook accounts, among other platforms, oversaw a division of six core team members and interns on social media and design initiatives