



## ASHLEY HOEHN

Tandem Marketing Services  
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## RESUME

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### CAREER OBJECTIVE

To have a successful freelance business providing marketing, web design and graphic design services to companies, where I have the opportunity to utilize my marketing communications and design expertise.

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### SUMMARY OF QUALIFICATIONS

- Extensive experience in all aspects of marketing including: graphic design and art direction, web design, trade show display and coordination, direct marketing, internet marketing, event planning, media buying, advertising, database management, research, copywriting, planning and budget management
- A creative, innovative, resourceful and motivated self-starter with outstanding interpersonal communication skills
- Detail oriented perfectionist with no tolerance for mediocre work

Proficient in the following Software- Both Macintosh and IBM

- Adobe programs: Acrobat, Dreamweaver, Illustrator, InDesign, GoLive, Pagemaker, Photoshop
- Microsoft Office (Word, Excel, and PowerPoint)
- Other programs: Quark Express, Microsoft Publisher
- Database management programs including: Salesforce, ACT!, Goldmine

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### EMPLOYMENT HISTORY

#### *Marketing Consulting & Graphic Design | Tandem Marketing Services | [06/07-present]*

- Provide marketing communications and marketing consulting services including: Graphic Design, Corporate Identity, Branding, Direct Marketing, Website Design & Management, Search Engine Optimization, Pay-Per Click Campaign Management, Form Creation, Document Layout, Copy Writing & Text Editing etc.

#### *Marketing Manager | Bluefields Capital, LLC | Hard Money Lender [06/06-04/07]*

- Responsible for creating and implementing an aggressive marketing program for the startup company including: new branding, print and web advertising, trade shows, direct mail, press releases etc.

- More than doubled the number of loans closed in the first six months of the marketing program and increased lead generation to support a 233% increase in sales staff
- Planned, managed and executed a marketing budget of over \$10,000 per month
- Successfully established a substantial brand identity which drew praise and became well recognized by the Atlanta real estate investing community
- Responsible for web updates, Search Engine Optimization and managed Pay Per Click from Google, Yahoo/Overture, MSN Search and Ask.com
- Designed, wrote and organized a company handbook and other internal documents and interactive forms

*Marketing Communications Manager | Alpha Omega Co. USA Inc. | Biotechnology [10/04-05/06]*

- Helped the company exceed its forecasted sales worldwide for the first time in company history
- Developed a budget and an extensive marketing plan for global marketing efforts including objectives and milestones
- Created a new corporate identity for the company including: design of a logo, all new marketing materials, website, advertisements, etc.
- Copywriting for marketing materials including articles, press releases, general company and product specific brochures
- Conceived and materialized successful promotions and lead generation campaigns using e-mail and direct mail
- Coordinated trade shows in the US and internationally including design of new trade show booths and promotional materials
- Helped the engineering division in developing products that were marketable and visually appealing

*Marketing Specialist | Sunshine Mortgage Corporation | Residential Mortgage Company [5/03-8/04]*

- Created and implemented effective and innovative marketing plan
- Coordinate marketing efforts utilizing various media to generate leads for 10 loan officers on a limited budget
- Developed highly successful direct mail campaigns; one generated 24 closed loans and \$70,839 of ROI over 2 months
- Performed a gamut of marketing tasks such as graphic design, desktop publishing, copywriting and editing letters, database management, print and promotional buying, Customer Relationship Management, etc.

- Conceived and presented a proposal for a corporate marketing department to standardize and centralize marketing efforts and offer much needed services to all loan officers

*Freelance Graphic Designer/Owner | Ammo Graphics | [12/01–5/03]*

- Succeeded in building a productive client base of over 23 clients during a period of 17 months
- Grew the business through referrals, networking, cold calling and associations
- Developed a company website which ranked #1 in Google search engine
- Designed corporate identity packages, marketing materials, advertisements, trade show displays etc. for clients in various industries
- Attended networking functions, referral groups, trade shows and other events to increase company exposure

*Marketing Communications Manager | CMS/ ScienTel LLC | Telecommunications Company [9/00–12/01]*

- Promoted from a contract Graphic Designer to Marketing Communications Manager by the president of the company
- Designed a new 10'x30' trade show booth and graphics and represented the company at trade shows in various cities
- Planned and coordinated a golf outing with over 100 influential people from various telecommunications companies
- Instrumental in the effort to consolidate the marketing of three distinct companies into a single corporate marketing initiative
- Designed and wrote copy for printed marketing and collateral materials to develop a unified brand identity

EDUCATION

Awarded the Hope Scholarship out of high school and maintained it while achieving my Bachelors degree

*Georgia State University*

*[9/98-5/01]*

*-Bachelor of Arts degree in Graphic Design*

*-Minor in Marketing*

*-Dean's List*

*University of Georgia*

*[9/97-5/98]*

*- Advertising Major*

*- National Dean's List*

*- Dean's List*