

ASHLEY KRAUSE

• Digital Designer •

LET'S CHAT!

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SKILLS

Adobe Creative Suite
Google and Facebook Analytics
Digital Marketing
MailChimp
WordPress
Hubspot
Consumer Research
Qualtrics and Survey Creation
Canva
Fluent in Spanish

ACCOLADES

La Pieza Shortlist / Bronze Winner
(2022)

Recipient of the Professor Raymond
Beckham Endowed Scholarship
(2022)

Student Employee of the Year
Nominee (2021)

Dean's List (2018, 2020, 2021, 2022)

Columbia Scholastic Press
Association Gold Crown (2018)

National Scholastic Press
Association Pacemaker (2018)

WORK EXPERIENCE

Marketing Intern

Kiln | August 2022 to present (6 months)

- Create daily content across 5 social media channels with +5,000 followers
- Produce event materials, including posters, digital signage, flyers, social media posts, etc.) for 5+ events per month
- Ideate company-wide and site-specific marketing campaigns weekly with a team of 4
- Prepare 10 posters in collaboration with Sundance Mountain Resort to publicize Kiln Cabin bookings

Advertising Consultant

JetShine | January 2022 to May 2022 (5 months)

- Conducted market research through creation of 1 survey, 5 first-person interviews, and mining online consumer databases
- Developed an overarching brand strategy with a marketing team of 3
- Produced 2 various dimensions of web advertisements to be shared on Instagram, Facebook, and Google
- Created 12 weekly blog posts and web content for SEO purposes

Graphic Designer

BYU Department of Microbiology and Molecular Biology | June 2021 to April 2022 (10 months)

- Compiled, edited, and designed a 36-page magazine to send to alumni
- Designed advertisements and published a monthly newsletter to 956 recipients
- Planned and advertised 5 department events for faculty and students

Digital Designer

BYU AdLab | October 2020 to present (2 years 3 months)

- Executed 2 LinkedIn and 5 online banner ads for BYU Branding Office
- Composed 1 deck for Meta executives to use when presenting to the Nike account
- Art directed 2 spec TV commercial spots, 6 print, and 10 mobile ads
- Conducted consumer research and developed 7 creative briefs
- Aided in Art Direction as a Production Assistant on 3 sets

EDUCATIONAL BACKGROUND

Bachelor of Arts in Communications: Advertising

Brigham Young University

Year of Graduation: 2023

- Minor in Spanish
- Magna cum laude
- Participation in the BYU AdLab, an award-winning student-run advertising agency
- Courses in Multimedia Arts, Media Design and Graphics, Design Thinking, SEO, Analytics, Account Planning, and Advertising
- Membership in Kappa Tau Alpha national honor society