



Ashley Meyers

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SUMMARY

Passionate creative with 13 years of experience in building visually compelling campaigns backed by data and research. Adept in managing the creative process from conception to completion; Expert in marketing and brand strategies through an omni-channel approach, graphic design, direct marketing, social, digital, and UX.

EXPERIENCE

Senior Art Director

Naked Wines USA, 2021-Present

- Deliver 6 core 360° seasonal brand and marketing campaigns annually, using data-driven marketing strategies to attract and retain a 300K customer base, selling nearly 2 millions wine cases a year.
- Established a creative process designed to improve project organization and review time, while streamlining workflow cross-departmentally.
- Improved and refreshed the global brand guidelines to create consistency throughout international design teams and to create a more succinct and purposeful brand identity.
- Lead and mentor junior creatives. Advise creative strategies and provide feedback and creative direction on campaigns.
- Established a new templated module email design by creating over 50 customizable interchangeable components. Time to design and develop emails was reduced by 90%.
- Art directed photo and video shoots of winemakers, improving the look on our website, social posts, and overall brand perception.
- Communicate and work directly with printers and outside vendors.

Senior Manager, Brand Design

Inspirato, 2018-2021

- Directed and oversaw creative development of marketing and seasonal campaigns to maintain and engage the 15k members, bringing in \$235M of revenue annually.
- Supported lead gen and aquisition efforts to increase member base through direct mail, landing pages, paid social, and various collateral to support all departments.
- Standardized and implemented the current creative process, established a method for organizing files and all photography. Helped set up a project management system.
- Presented all creative strategy, campaigns, and results to C-suite Executives.
- Managed and nurtured the growth of junior creatives while handling headhunting, interviewing, and hiring of creatives.
- Collaborated cross-functionally with teams to ensure brand standards were being met
- Saved the company \$120k a year by bringing the design of *Inspirato Magazine* in-house. Designed the 145pg bi-annual magazine and established a consistent on-brand luxury feel, which was used as a sales tool to bring in more customers.

EXPERIENCE

Art Director

Denver Broncos Football Club, 2015-2018

- Designed print collateral, signage, logos, advertisements, banners, magazines, publications, bus wraps, etc. for the Denver Broncos and their supporting sponsors.
- Created the Denver Broncos stadium naming rights pitch decks, which aided in a 21-year \$5M agreement
- Managed and designed the 120pg Gameday Magazine, which is handed out to fans each of the 10 home games, within the span of 7 days from ideation to production.
- Designed and strategized marketing campaigns for the Football Club, fan events, and sponsor promotions.
- Responsible for hiring and managing junior creatives and design interns each year.
- Shot photography at sponsor and fan-based events.

Art Director

Cannonball Agency, 2013-2015

- Collaborated with all teams to brainstorm, pitch, and create ground-breaking and forward-thinking ad campaigns.
- Designed and developed advertising campaigns, both print and digital, for clients: Anheuser Busch, Budweiser, Bud Light, SeaWorld, Ameristar, National, Humane Society, Bayer, and Scottrade.
- Stepped in to help out with UX design and web development when company was down those positions. Hand-coded company website and several other client websites, saving the company money from hiring freelance developers.

Art Director & UX Designer

Moosylvania. 2012-2013

- Designed print/digital ad campaigns and brand collateral for clients: Grey Goose, MARTINI & Rossi, Balance Bar, Nature's Variety, and Costa Farms.
- Collaborated across multiple teams to brainstorm and ideate 360° advertising campaigns.

Art Director & Web Designer

Studio 2108, LLC, 2010-2012

- Created brand identity design systems and marketing collateral, designed and developed websites.
- Art directed the team and managed RFPs and new client meetings.

EDUCATION

Bachelor of Fine Arts, Communication Design | 2009

Art History Minor

Southern Illinois University, Carbondale, IL

TECHNOLOGY

Adobe CC
- Photoshop
- Illustrator
- InDesign
- Lightroom

Figma
HTML/CSS

Microsoft Office
- Word
- Excel
- Power Point
- Outlook

CMS Platforms
- Wordpress
- Wix
- Squarespace
- Woocommerce
- Shopify

Project Management
- Hive
- Asana
- Monday
- Workamajig
- Clickup

Social
- Facebook
- Instagram
- Twitter
- LinkedIn
- Tiktok

KEY SKILLS

Senior Art Director and Designer
Creative Team Leader & Mentor
Omni-channel Marketing Plans
Brand Strategy Development
Brand Identity Creation
Customer Persona Development
Direct Marketing
Photo & Video Shoot Direction
User Experience Design
Moodboard Creation

Excellent Presentation Skills
Conceptual Thinker
Global and Regional Experience
Time Management
Detail-oriented
Strong Interpersonal Skills
Intuitive Communicator
Client Relationship Management
Delegation
SL2 Leadership Certificate

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