

# Ashley L. Halpern

6213 Pine Heights Drive Northeast • Atlanta, Georgia 30324  
(404) 626-8752 • ashleyhalpern@gmail.com • www.ashleyhalpern.com

## OBJECTIVE

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Graphic designer and advertising professional with research and customer service experience in a marketing context. Recognized for attention to detail and ability to organize systems. Seeking an account coordinator or project management opportunity with an emphasis on design and social media.

## GRAPHIC DESIGN and ADVERTISING EXPERIENCE

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### Professional Experience

**KDA Communications**, Atlanta, Georgia

*Graphic Designer*, 2010 – Present

- Design advertisements for business directories and newsletters for a wide variety of industries
- Create newsletter and directory layouts for assigned accounts
- Manage the account tracker which compiles hundreds of accounts and serves as a database of all client communication, as well as timelines around products requested and delivered
- Interact with clients through email and phone communication to ensure overall satisfaction

**University of Georgia Hillel**, Athens, Georgia

*Graphic Designer*, 2007 – 2008

- Devised all advertisements for events and programs including UGA Idol and weekly events
- Praised for quality of work and commitment to producing high-quality advertisements

### Internship Experience

**Athens Banner Herald**, Athens, Georgia

*Web Designer and Graphic Artist*, Summer 2009

- Laid the foundation for Blvd. Magazine startup initiative to attract a younger target market to the newspaper, and assisted the company in growing from five people to over 50 interns
- Established a database through capitalizing on a marketing presence at local festival AthFest
- Promoted the company, designed the website, and created coupons and advertisements

**The Adsmith**, Athens, Georgia

*Advertising Intern*, Summer 2008

- Researched existing clients to facilitate expansion and retention of critical accounts
- Modified images for website compatibility and conceptualized copy for advertisements

### Student Group Experience

**Hooper, Sanford, Baldwin and Thomas Advertising Agency**, Athens, Georgia

*Art Director*, 2007 – 2010

- Admitted annually to competitive volunteer program providing free advertising and marketing services to local companies and nonprofit organizations
- Compiled a press kit, created advertisements, and established a marketing campaign and promotional materials for a local trapeze arts troupe's performances
- Rebranded a local theater company by reworking the logo and revising the website

## EDUCATION and CERTIFICATIONS

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**The University of Georgia**, *Bachelor of Arts in Journalism*, Athens, Georgia, 2010

Advertising major, Consumer Economics minor, Certificate in New Media; Major GPA 3.81 / 4.0

Alpha Delta Sigma Honor Society, Jennifer Lynn Stone Memorial Scholarship in Creative Advertising, HOPE Scholarship Recipient, Dean's List, UGA Advertising Club Member

**The Art Institute of Atlanta**, *Certificate in Website Design*, Atlanta, Georgia, Summer 2007

## COMPUTER SKILLS

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Adobe Creative Suite CS4/CS5, Microsoft Office Products