
Hey, I'm Ash Morris!

Digital Marketing Designer

New York City Metro Area

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Portfolio: <https://www.ashmorrisdesigns.com>

GET TO KNOW ME!

Ready for that unicorn you've been waiting for? Get to know me! As a self-described techie, being at the cutting edge of tech has always motivated me to reach unimaginable heights. From introducing VR and 3D modeling workshops to underserved communities in the Big Apple, to managing omnichannel operations for a \$7 Billion franchise, it's fair to say that I am passionate about using tech to augment the lives of others.

In my day-to-day, I support the marketing efforts of more than **40+ local companies** within the midwest region, as well as clients like **Honeywell/Resideo, Milwaukee Tools, LG, Frigidaire**, and many more. In my next opportunity, I'm looking to delve deeper into digital marketing to nurture a more human connection between your brand and your audience.

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe XD
- Figma
- Constant Contact
- Meta Business Suite
- Asana
- Google Suite
- Microsoft Office Suite
- Google Analytics (working knowledge)
- Unity 3D
- Cura 3D
- Cheetah 3D
- Autodesk Fusion 360
- HTML & CSS (working knowledge)

EXPERIENCE

Winsupply Inc. | Remote | Graphic Designer, Marketing Specialist

June 2022 - PRESENT

- Manage and execute digital marketing (Meta, Instagram, E-mail, text) by providing organic digital graphics and copy, scheduling posts, boosting ads, and monitoring user engagement metrics for reporting purposes.
- Owned the design of marketing materials for an annual B2B promotion, which directly contributed to a 234% increase in profits compared to last year's gross.

- Maintain direct communication with clients like Honeywell/Resideo, Frigidaire, American Standard, Milwaukee Tools, and many more.
- Create assets for company swag, truck and window wraps, as well as print production.

Contractor | *Digital Marketing & Brand Design Consultant*

September 2021 - June 2022

- Designed and prepared pitch deck to showcase CPG business strategy optimization for Snowflake
- Provided email marketing assets to beauty brand Lavender Juniper for pilot brand awareness campaign
- Prepared compilation of Google Display Ads for privately-owned financial services firm
- Conceptualized and executed animation for video ad assets to target audiences
- Held consultations for multiple clients looking to rebrand logo, web, and mobile assets
- Researched market trends and developed strategies for multiple clients via competitive audits and internal data provided by clients

Saberin Direct | **Deer Park, NY** | *Graphic Designer*

June 2020 - September 2021

- Supported project pipeline via Asana and delegated tasks to Graphic Design Pod for e-commerce retailer generating revenue from Amazon, Etsy, and Shopify traffic
- Managed projects for digital campaigns with fluctuating priority levels and turnaround timelines as short as 1 hour
- Created custom packaging graphics and developed mock-ups for client presentations
- Conceptualized, developed and implemented digital illustrations and photography for Instagram, Etsy, internal website, and product collateral
- Utilized creative briefs for project fulfillment and presented final drafts to executive team
- Supported the product development team in several stages of the product life cycle via sublimation printing
- Kept track of changes and market trends as it relates to graphic design

Morrison Mentors | Hempstead, NY | *Graphic Designer & Design Instructor*

June 2018 - June 2020

- Developed internal marketing process improvements to create brand guidelines
- Researched and implemented VR and 3D modeling technology (Unity 3D, Cura, Cheetah 3D & Autodesk Fusion 360) which supported business growth and improved B2B client retention rate
- Communicated client expectations to fulfillment team
- Created slide-deck presentations for reporting meetings with the Village of Hempstead Community Development Agency
- Led Adobe Photoshop, 3D Printing (Cura & Cheetah 3D) and Unity 3D trainings for graphic design associates

EDUCATION

Loyola University, New Orleans | *Bachelor's Degree in Fine Arts*

CERTIFICATIONS

HubSpot Email Marketing Certification

May 2023 - June 2025