

ASHLEY CARLSON

CONTACT

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PORTFOLIO LINK

EDUCATION

2009
B.F.A. - Advertising Art Direction
Columbia College

2007
A.A. - Graphic Design
Southwestern Michigan College

2006
Ox-Bow (SAIC) Art School
Summer Camp

2013
Adobe Max Conference

2021
Pigments Revealed Symposium

SKILLS

CONCEPT DEVELOPMENT

BRAND MANAGEMENT

ART DIRECTION

FULL FUNNEL MARKETING

DESIGN STRATEGY

LEADERSHIP

CREATIVE IDEATION

ADOBE CREATIVE SUITE

FIGMA

WORK EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

January 2023 - Present

SGK INC- Remote (Michigan)

Lead day to day creative and teams for our Kellanova clients as well as working on Bosch, Federated Co-operatives Limited and many other brands.

- Developed creative concepts and strategies for integrated campaigns across multiple channels.
- Organized cross-functional teams to produce creative content for campaigns.
- Directed photo shoots with external vendors to ensure quality standards were met.
- Mentored junior staff members on best practices, reviewed work for accuracy to brand standards.
- Led brainstorming session, internal reviews and client presentations
- Developed comprehensive style guides outlining branding guidelines for use by internal teams.

Work Streams:

Campaigns and Brand activation
Trade show booth and events
B2B Sales Collateral
Digital and Social Media
Sweepstakes
POS

SENIOR ART DIRECTOR

October 2016 - January 2023

SGK INC

ART DIRECTOR

May 2014 - September 2016

McCann Detroit
Birmingham, MI

ALDI special projects team

ART DIRECTOR

November 2012 - May 2014

Kaleidico Digital Marketing
Flat Rock, MI

Creating assets for clients on multiple platforms including email, web, video, social and print.

GRAPHIC DESIGNER

May 2011 - November 2012

Round2 Corp.
South Bend, IN

Designing highly detailed die-cast collectible toy cars and packaging for clients such as NHRA, Warner Brothers, Marvel Comics, and Texaco.

PRODUCTION ART DIRECTOR- FREELANCE

April 2010 - July 2010

Campbell-Ewald
Warren, MI

Refreshing a brand experience on Chevy.com

BONUS INFORMATION

2021 Twist Out Cancer artist

2016 Meals on Wheels charity auction artist

2006-2015 Harbert Community "Umbrellas of Harbert" artist

2017 Public Art Program • Farmington Hills MI

2014 Art Prize Artist • Grand Rapids MI

2014 Showcase Artist Mercedes-Benz Research Office • Detroit MI