

Ashlee M. Little

Print & Multimedia Designer

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EDUCATION

APPALACHIAN STATE UNIVERSITY | Boone, North Carolina
Bachelor of Science in Communication, Advertising | Graduation date: December 2008
Minor: Graphic Arts & Imaging Technology | Major GPA: 3.65

TECHNICAL SKILLS & PROFICIENCIES

TECHNICAL SKILLS: Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Flash, Dreamweaver, Bridge, HTML, PHP, Joomla! Content Manager, Soundslides, Microsoft Office, iMovie, iWeb, and SPSS analytical software.

PROFICIENCIES: PC & MAC operating systems, Screen Printing, Large Format Printing, and Flexographic Printing.

RELEVANT EXPERIENCE

THE APPALACHIAN & THE APPALACHIAN ONLINE | Boone, North Carolina | 2005-present
Appalachian State University's twice-weekly student newspaper. Positions held on staff include:

- **Associate Editor for Online Operations:** maintain content for The Appalachian Online at theapp.apstate.edu, create interactive Flash graphics, produce and edit audio and video, manage an online staff, and contribute to an Editorial Board.
- **Online Multimedia Designer:** use Adobe Flash to create interactive graphics as well as produce and edit video presentations.
- **Graphic Designer:** design page layouts for each issue using Adobe InDesign, Photoshop, and Illustrator.

STUDENT ORIENTATION UNDERGRADUATE LEADER | Boone, North Carolina | 2006-2008

Assist incoming freshman and transfer students at Appalachian State University as they attend orientation. Job duties included working alongside an academic advisor to adjust class schedules, provide campus tours, facilitate questions from students and parents from various backgrounds, and supervise placement testing. Also designed recruitment campaign for 2007-08 and 2008-09 new hires.

UNIVERSITY RECREATION PUBLICITY PROGRAMMER | Boone, North Carolina | 2007

Worked for Appalachian State University's recreation facility providing advertisements and publicity organization for the Club Sports and Aquatics programs. Job duties included translating the needs of the department heads into physical advertisements for over 25 club sport teams and a premier aquatics program. Also responsible for managing and updating web sites.

OTHER ACTIVITIES & EMPLOYMENT

UNIVERSITY COLLEGE CENTER | Boone, North Carolina | 2008-present

Student worker for Academic Advising Center and Orientation Offices. Job duties include answering phones, organizing student files, regular communication with supervisors and other student workers, and designing documents when needed.

BLOWING ROCK COUNTRY CLUB | Blowing Rock, North Carolina | 2007-present

Wait staff employee at an exclusive country club in the mountains of North Carolina. Job duties include customer service to members, troubleshooting problems with management, and communicating with members and other employees.

PEER LEADER | Boone, North Carolina | 2007

Volunteered with the Appalachian State University Freshman Seminar office. The nationally recognized program assists incoming freshman at the university transition smoothly into college life. Peer Leaders work alongside professors for the course by attending all class meetings and making themselves available to students in the class.

STUDENT MEDIA ADVISORY BOARD | Boone, North Carolina | 2006-2007

Selected and served on a board of both students and faculty that meet, interview and select candidates for the positions of Editor-in-Chief of The Appalachian (student newspaper) and station manager of 90.5 WASU-FM (student radio station).

AWARDS & RECOGNITIONS

THE APPALACHIAN | "Design of the Month" November 2005, August 2006, March 2007, and April 2008

DIVISION OF STUDENT DEVELOPMENT | Student Service Award 2006-07 and 2007-08

DEAN'S LIST | Fall 2005, Spring 2006, Fall 2006, Spring 2007, Fall 2007, and Spring 2008