

ASHLEY MATHIEU

GRAPHIC DESIGNER + PHOTOGRAPHER

www.ammathieu.com

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EXPERIENCE

Girls on the Run of Northern Virginia | Social Media Manager + Graphic Designer, Sept. 2015-present

Generate, schedule, and monitor social media content for primary online platforms in an effort to further engagement and funding for our various nonprofit programs. Design print and digital marketing materials. Produce monthly metrics reports using social media key performance indicators. Website maintenance & redesign.

Freelance Graphic Designer | 2013-present

Conceptualize and design print and web-based brand identities/marketing collateral for a wide range of clients. Utilize a holistic approach to design strategy with emphasis on initial research & concept development. Produce original photography as supplementary material for designs.

Past clients include:

- + *PBS NewsHour Extra - Student Reporting Labs*
- + *MacNeil/Lehrer Productions - the.News*
- + *WETA - Public Television & Classical Music*
- + *American Society of Plant Biologists*

MacNeil/Lehrer Productions | Production Assistant, Aug. 2012-May 2014

Developed promotional strategies & designed publicity materials, including posters, invitations & graphics, for remote events. Designed layouts for teacher curriculum PDFs. Edited video & uploaded for online streaming. Researched & digitized footage for news segments. Assisted in the production of on-location interviews, shoots, & voice-over work. General office management.

National Geographic | Books Intern, June-Aug. 2010

Conducted extensive research for a series of revised travel guides & other NatGeo texts. Rewrote pages for National Geographic's *100 Countries, 5000 Ideas*. Contributed "Insider Tips" to *National Geographic Traveler: Italy, 4th edition*. Recruited a substantial network of authors for textual contributions. Assisted staff in the preliminary layout/design process of books.

U. of Virginia, Office of Media Relations | Student Writer, Aug. 2009-2011

Wrote engaging press releases for the University of Virginia's main news website, UVaToday, run by the Office of Media Relations. Responsibilities included research, interviewing, event attendance, writing, & editing/proofreading final copy. Contributed supplementary photographs for stories.

EDUCATION + EXHIBITIONS + ASSOCIATIONS

University of Virginia '12

B.A. English, B.A. Studio Art
(*Photography Concentration*)

Study Abroad 2011
Photography in Italy

Photography Thesis Show

"Quiet Contemplations"
April 23-27, 2012

University of Virginia
Charlottesville, VA

Art Students' Society

University of Virginia

SHINE AIGA DC

Design Mentee
2014/15 Group

SKILLS + CAPABILITIES

SOFTWARE

InDesign
Illustrator
Photoshop
Lightroom
Premiere Pro
Final Cut Pro/X
iMovie
Apple Pages + Numbers
Google Docs + Sheets
Microsoft Word, Excel +
Powerpoint

WEB

Website design
Front-end development
+ HTML
+ CSS
+ Basic Javascript
Manual FTP deployment
Wordpress
Joomla!

SOCIAL MEDIA

Hootsuite
Instagram
Twitter
Facebook
Pinterest
LinkedIn
YouTube
Vimeo
Strategy development
Content creation

FINE ARTS

Film photography
Digital photography
Videography
Post-production editing
Handlettering
Illustration
Art direction

LANGUAGES

Fluent English
Intermediate French