

# ASHLEY E. FLEMING

(504) 402-4773 | [ashleyfleming01@gmail.com](mailto:ashleyfleming01@gmail.com) | [www.ashleyflemingmedia.weebly.com](http://www.ashleyflemingmedia.weebly.com)

---

## PROFFESIONAL EXPERIENCE

### LOVING HEARTS OF LOUISIANA: BEHAVIORAL HEALTH & PCA SERVICES

#### Communications Specialist & Clinical Writer 2019 - Present

- Works closely with the Executive Director in developing agency policies and procedures and creating protocols
- Creates and edits clinical forms
- Generates consumer-facing content that promotes patient/consumer engagement and clinical outcomes
- Generates internal communications to staff, clients, and vendors
- Graphic design of marketing materials
- Development and implementation of marketing and communications strategy
- Supports the Executive Director in implementing plans for media outreach, digital media, and community engagement

### FUND 17

#### Business Case Manager (Contract) 2019 – Present

- Marketing and communications consulting for small/local businesses
- Meets weekly with small business owners to assist with marketing plans, strategic communications, search engine optimization, website development, branding, and partnership building
- Submits weekly reports to the Executive Director and Operations Manager

### PROPELLER: A FORCE FOR SOCIAL INNOVATION

#### Marketing Associate (*AmeriCorps VISTA*), 2017 – 2018

- Design and implementation of systems and materials that expanded the outreach and marketing of the Propeller Incubator, Propeller's 10,000 square foot coworking space, event venue, and hub for New Orleans entrepreneurs.
- Seasonal marketing campaign planning
- Survey design and data collections
- Collaborated with the Propeller Communications Department to coordinate community engagement, workshop and event offerings, reputation management, partnership development, and in-kind donor management
- Graphic design of marketing materials
- Design and management of weekly e-mail campaigns

### EQUALITY LOUISIANA

#### Branding, Marketing, & Art Director, 2015 - 2017

- Brand development and management
- Copywriting, graphic design, concept, and design strategy
- Design supervision
- Campaign and event design, planning, and management

- Media and community outreach
- Photography
- Assistance to Fundraising Coordinator regarding messaging strategies
- Recipient of Equality Louisiana's *Excellence in Media Award* in 2016

#### **ASHLEY FLEMING MEDIA**

##### **Freelance Graphic Designer, 2015 – present**

- Comprehensive graphic design services (logo design, print media design, social media graphics, etc.)
- Website development (via Squarespace, Wix, Weebly, WordPress, etc.)
- Marketing collateral design (business cards, letterheads, posters, print flyers, banners, etc.)
- Marketing consultation

#### **NEW ORLEANS REGIONAL BLACK CHAMBER OF COMMERCE**

##### **Marketing & Graphic Design Intern, 2015**

- Creation and execution of rebranding initiatives
- Design and creation of re-branded logo,
- Design of event calendars
- Print and digital advertising
- Social media strategy and planning
- Membership database organization
- Assistance with event planning

#### **IMAGE 360 (FORMERLY SIGNS NOW NEW ORLEANS)**

##### **Marketing & Graphic Design Intern, 2015**

- Development of marketing documents (e-blasts and e-mail campaigns)
- Market research
- Proofing and printing marketing collateral and outdoor signage
- Account management (client liaison, billing, and invoicing clients)

#### **DMD & ASSOCIATES, INC. RESUME WRITING, CAREER CONSULTING & OUTPLACEMENT**

##### **Advertising & Marketing Intern, 2014**

- Brand management
- Targeted marketing based on client type (individual clients, small businesses, large corporations)
- Design and execution of branded marketing materials (newsletters, letterheads, infographics, etc.)
- Design and execution of digital and print advertising
- Search engine optimization
- Organization of client databases

#### **HOUSING AUTHORITY OF NEW ORLEANS; COMMUNICATIONS & INTERGOVERNMENTAL RELATIONS DEPT.**

##### **Executive Assistant & Communications Intern, 2011-2013**

- Assistance to communications specialists (article editing, graphic design, office organization, assistance with event planning)
- Office management (supplies purchases, mailing official documents, calendar maintenance)
- Interviewing subjects for HANO News (HANO's bi-annual news journal)

- Writing and editing press releases
  - Event photography
- 

## **EDUCATION**

**University of Louisiana at Lafayette, 2010 – 2014**

Degree received: Bachelor of Arts in Mass Communications

Concentration: Media Advertising & Marketing

Minor: History

---