

Ashley Perry Linares

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Marketing & Design Specialist – MBA – Business Professional

High Cotton Solutions

Owner/Lead Designer, (July 2010 – Present)

- **Graphic Design** – design logos, business cards, mailers, rack cards, brochures, display materials, and marketing materials for print and digital use
- **Website Design** – design and develop corporate websites, eCommerce solutions, blog/news sites, landing pages, and much more; website analytics and search engine optimization; client training
- **Email Campaigns** – integrate email systems with websites for lead capture and design email templates
- **Social Media Marketing** – design custom images and assist companies with online and social media strategies
- **Marketing & Networking** – member of a weekly networking organization; wide circle of local business owners and sales and marketing professionals; highly trained in networking, marketing and business growth strategies
- **Training** – attending industry conferences and follower of design industry news and thought leaders
- **Business** – managing over 20 clients, handling all office communication and financial needs, timely communication with clients and prospects, managing expenses, budgets, taxes, deadlines, project prioritizing, project management, etc.

Main Street Strategies

Director of Public Relations, (April 2006 – July 2010)

- **Government Contract Proposal Management** - writing, editing, creating tables and illustrations, managing version control, and packaging final product
- **Research Analysis** – research and report information from online sources and public records as needed for client projects
- **Client Management** - maintaining positive client relations, organizing meetings, developing media approach, generating print materials, organizing community relations strategy, and drawing media attention for company achievements and events
- **Political Campaign Management** - developing print campaign materials, creating online strategy, organizing volunteers, establishing and maintaining databases, and fundraising
- **Graphic Design** - create company pamphlets and portfolios, political flyers and mailers, client logos, business cards and materials, invitations, website design, etc.
- **Media Relations** - creating and delivering press materials, guiding reporters at functions, organizing interviews, fostering relationships with members of the press, and writing, editing, and distributing press releases to local and national media sources
- **Event Planning** - creating and sending invitations, gathering guest lists, planning event space, organizing vendors, and greeting and accommodating guests for events including fundraisers, groundbreakings, ribbon cuttings, and community relations events
- **Company Representative** - represent Main Street Strategies in the public at Chamber of Commerce events, fundraisers, luncheons, community activities, and other business events

Education

Masters in Business Administration

Professional Concentration

3.8 GPA

University of North Alabama

May 2011

B.A. Communication Arts and Political Science

Computer-Mediated Communication Web Cognate

Summa Cum Laude and Honors Program Graduate

3.7 GPA

***University of Alabama in
Huntsville***

December 2006

Additional

Business Networkers Internation – Power Referral Partners Chapter (Feb 2012 - Present)

Original member of core chapter; helped grow chapter to over 20 members; held leadership positions, including Secretary/Treasurer, Events Coordinator, and Visitor Host; weekly networking meetings with other local business owners and sales and marketing professionals; weekly networking and business education along with regular outside training and marketing advice

STRATEGY 2014: Social Media Conference (March 2014)

Huntsville/Madison County Chamber of Commerce Social Media, Blogging, and Online Marketing Strategy Training

Semper Fi Community Task Force Marketing Director (2013)

Volunteer with SFCTF, assisting with marketing needs for the Semper Fi Community Task Force and Heroes Week Celebration

Business Networkers International – BNI Alabama Assistant Director Consultant (2012-2013)

Selected to be chapter coordinator and BNI Alabama representative within another local BNI Chapter. Roles included insuring chapter was following BNI roles and procedures, advising chapter leadership, training and assisting member, and conflict resolution. Extensively trained in network marketing, including BNI Consultant Training in Birmingham, AL.

Huntsville/Madison County Chamber of Commerce - Total Resource Campaign Volunteer (2007-2009)

Sold sponsorships for advertising opportunities and Chamber events to benefit economic development in Huntsville and Madison County

Keller Proposal Training - Proposal Writing: The Art of Friendly and Winning Persuasion (2008)

Course focusing on proposal development skills and their real-world business application

Computer Skills

PC and Mac; Microsoft Office Suites; Adobe Acrobat, Illustrator, Photoshop; Dreamweaver and Flash; HTML, PHP coding

Interests

Tennis, Golf, Running, Marathons, Travel, Reading, Sewing, Photography, Politics, Learning Spanish

U.S. Citizen with ability to obtain security clearance

Awards and Recognition

- Two-Time BNI Notable Networker Award Recipient (Oct 2012, Feb 2014)
- UAH Tennis Team Scholarship (2002-2006)
 - Captain (2004-2006)
 - Gold Scholar Athlete (2006)
 - Silver Scholar Athlete (2005)
 - Bronze Scholar Athlete (2003-2004)
- 2006 Distinguished Student of the Year - Department of Communication Arts
- 2006 UAH Distinguished Student Leader of the Year
- Dean's List (2004-2006)
- Compass Orientation Counselor (2003-2005)
- CCC Freshman Counselor (2004-2005)
- Lambda Pi Eta - Communication Honors Society (2003-2006)
 - President (04-06), Convention (04-06)
- Pi Sigma Alpha - Political Science Honors Society (2004-2006)
- Omicron Delta Kappa - Leadership Honors Society (2005-2006)
- The Poli Sci Club (2003-2004)
- Assisted author with citations and editing for nationally published book:
 - Judging the Supreme Court: Constructions of Motives in Bush v. Gore, Clarke Rountree
- The Exponent, Student Writer (2003-2004)
- Alabama Higher Education Day Activist - Montgomery, AL (2004-2006)
- Volunteer in various political campaigns across the city, state, and country

References

Available upon requests.

Portfolio

To view a sampling of work, visit <http://ashleylinares.com>.