

Ashley Billingsley Cross

865.599.2742
crossashleyb@gmail.com
www.ashleybcross.com

9728 Hawkdale Lane
Knoxville, TN 37922

EDUCATION

B.A. Emory & Henry College, magna cum laude
Major: Mass Communications Minor: Religion

Emory, Virginia

EXPERIENCE

Freelance Graphic Designer (April 2010 - present)

Knoxville, Tennessee

VPI Business Advisors

- Create original print designs for clients, meeting production and aesthetic requirements
- Update existing print pieces by editing copy, photography and artwork
- Design new print pieces based on existing corporate style sheets and customer specifications

Web Analyst (Oct. 2009-present)

Knoxville, Tennessee

The E.W. Scripps Company

- Create and update monthly audience and usage reports for 13 newspaper websites, utilizing Omniture Site Catalyst, Microsoft Excel and other online reporting tools
- Create and update weekly and monthly market share reports using Hitwise and Microsoft PowerPoint
- Execute Nielsen/Claritas PRIZM segment analysis for Scripps advertising customers using Prime Location and Microsoft Excel, PowerPoint and MapPoint.
- Serve on United Way committee, helping to plan and implement fundraising events and activities for the annual Knoxville News Sentinel United Way campaign

Corporate Sales Business Assistant (Aug. 2008-Oct. 2009)

Knoxville, Tennessee

The E.W. Scripps Company

- Helped create and manage online sales pipeline report for 13 newspapers and more than 300 account executives
- Assumed responsibility for Yahoo! Marketing Lead initiatives in December 2008, monitoring and regulating properties' usage of Yahoo! branded marketing materials
- Organized and distributed data from Omniture Site Catalyst, Hitwise, WuFoo, Relationals and Plan HQ web platforms
- Utilized DreamMail e-mail marketing system to deploy e-mail newsletters for all Scripps' websites
- Managed multiple and evolving tasks in a timely manner
- Performed basic administrative tasks for 17-person department

Design/Pre-press Intern (Spring 2008)

Abingdon, Virginia

Jack Rabbit Printing Co.

- Completed pre-press design responsibilities including print design and layout, proofreading and logo design
- Worked with customers to problem-solve and create effective print pieces
- Brought filing system up-to-date and maintained files

Marketing Intern (Spring 2007)

Abingdon, Virginia

Barter Theatre

- Designed posters and playbills for Barter's children's theatre
- Wrote and distributed press releases highlighting new shows
- Assisted in organizing and executing direct mail campaigns
- Collaborated with the rest of the marketing department to promote a positive image of Barter Theatre to the community, both in Southwest Virginia and the surrounding region

Computer Skills

Proficient: Adobe InDesign, Photoshop and Illustrator; Microsoft Office Suite; TechSmith SnagIt; Experian Hitwise; Omniture Site Catalyst; Microsoft SharePoint; PrimeLocation; Microsoft MapPoint • Experienced: Final Cut Express; Dreamweaver; TechSmith Morae; Relationals; WuFoo; Who's Calling; ImMediate; PrimeNext

Additional Freelance Work

Various graphic and print design for individuals and business including: Lake Junaluska Ministries with Young People; Live2Play; Holston Conference of the United Methodist Church; Middlesettlements United Methodist Church, Concord United Methodist Church and Cokesbury United Methodist Church