



RESUMÉ

ASHLEY JONES

Senior Graphic Designer / Marketing Generalist

CONTACT

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PROGRAM EXPERIENCE

- Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Premiere Pro, Acrobat, Media Encoder
- Microsoft Office Suite: Excel, Forms, OneDrive, PowerPoint, SharePoint and Word
- Workflow Tools: Asana, MediaSpectrum, Microsoft Planner, Trello and Monday
- Online Creative Platforms: Canva, Figma, HubSpot and MailChimp
- Eco-Systems: Proficient in Google, and Microsoft Sharepoint and OneDrive eco-systems
- CRM familiarity: working experience with various company CRMs

PROFESSIONAL SUMMARY

I am a versatile, multi-disciplinary professional who delivers high-quality outcomes efficiently and with minimal direction. My broad experience allows me to quickly identify improvements and add immediate value to a team.

A key highlight of my career was moving Ozdent's disorganised, server-based asset system onto a Microsoft SharePoint online system, ensuring the latest logos, brand guidelines, product photos and associated assets were readily available to both internal and external stakeholders.

EXPERIENCE

Ozdent Pty

March 2025 – July 2026 • 1 year 4 months

Marketing Generalist / Senior Graphic Designer

A multidisciplinary creative role designing marketing and promotional materials across Ozdent's Dental, Grocery, and University sectors, with involvement in the company's e-commerce modernisation.

Key Achievements: Optimised Ozdent's MailChimp account; and led the move from print-based proofing to a digital SharePoint online system.

Responsibilities:

- **Created and Managed Promotional Campaigns:** Designed and delivered multi-channel campaigns across digital, print, EDMs, landing pages, and social media, including video, events, 3D mockups, and packaging.
- **Manage MailChimp Account:** Manage the Ozdent MailChimp account and the audience database, create and send campaign EDMs.
- **Packaging Design:** Created print-ready packaging artwork, managing fold and die lines plus Process, Pantone, foil, and Spot UV colours.
- **UI and Web Design:** Advise on Ozdent's UI for their new e-commerce website, and landing pages for promotions.
- **Printer and Stock Officer:** Manages the in-house Konica Minolta print production (SRA3 and below), including maintenance and stock control.

DAS Dicker Data – Access and Surveillance

May 2022 – February 2025 • 2 years 9 months

Marketing Generalist / Senior Graphic Designer

Sole Marketing Designer working with the Marketing Manager to deliver promotional and awareness campaigns for 10 branches nationwide.

Key Achievement: Created video content and managed in-store digital playlists across DAS locations, contributing to increased product awareness and over-counter sales.

Key Responsibilities:

- **Marketing and Promotional Design:** Created and delivered DAS and vendor-led campaigns across digital and print, including EDMs, landing pages, video, POS, events, and catalogues.
- **Client Collaboration:** Collaborated with vendors and sales managers to develop accurate, effective marketing materials.
- **Managed Branch Promotional Screen Playlists:** Created and managed in-branch digital screen playlists to deliver engaging content.
- **DAS Catalogue:** Designed and workflow-managed the catalogue, producing print and interactive PDF assets with supporting collateral.
- **External Communication:** Liaised with external marketing partners to deliver cohesive, high-quality results.



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MISCELLANEOUS EXPERIENCE

- Provide First Aid, CPR & Basic Emergency Life Support (2026)
- Working with Children Check (2025)
- NSW White Card (General Construction Induction Card)
- Information Technology: Operating system problem solving, computer systems setup and basic networks

Hills Limited – Security and Surveillance Department

Mar 2020 – May 2022 • 2 years 2 months

Marketing Designer and Brand Ambassador

Worked closely with the Marketing Manager, we created promotional campaigns for 12 Hills branches across Australia.

Key Achievements: Expanded market presence by launching and growing the Hills Facebook page to 4,000+ followers; executed the rollout of a remote video management system for in-branch digital screens.

Responsibilities:

- **Brand Consistency:** Maintained cohesive brand identity across all creative outputs.
- **Digital Asset Management:** Managed and organised digital asset libraries and templates for sales teams.
- **Website Management:** Updated and maintained corporate and trade websites.
- **Campaign Delivery:** Planned and executed print, digital, and social campaigns with consistent messaging.
- **Analytics & Advertising:** Managed Google Ads and UTM tracking to measure performance.
- **In-Branch Digital Screens:** Created and managed video and static content for in-branch screens.
- **Video Content Management:** Managed the Hills YouTube channel and marketing video content.

News Corp Australia (NCA)

Mar 2004 – Dec 2019 • 15 years 9 months

Senior Creative Designer – National Marketing Team

Developed high-profile campaigns across Advertising, Marketing, Editorial, Sales, and Corporate teams, ensuring all creative collateral met News Corp Australia's brand and production standards.

Key Achievement: Built strong expertise in CMYK/RGB workflows, pre-press, and pre-flight processes within a print-dominant environment.

Responsibilities:

- **Marketing and Event Collateral:** Delivered marketing and event collateral across print, large-format, digital, and social channels.
- **Digital Asset Management:** Managed and maintained company-wide digital assets, including complex high-resolution layered files with extensive version control.

More experience history can be provided on request.

EDUCATION



Bachelor of Design
(Visual Communications) 1998 – 2002



Associate Diploma Graphic Design 1994-1995
Fine Arts Certificate – Graphic Design Certificate 1993

WORK REFERENCES

Jill Tayler Business Development Manager Ozdent	☎ 0482 017 650
Naomi Ward Former Marketing Manager DAS & Hills Limited	☎ 0420 937 337
Tom Grzelak Former Marketing Strategy Manager DAS	☎ 0482 017 650
James Layton Former Head of Product DAS	☎ 0420 293 134