ashley jones.

résumé

senior designer | marketing generalist

Let's chat!

capability statement

Senior graphic designer and marketing generalist with more than 20 years of experience across print, digital, and short-form video and animations for digital in-store screens and online, underpinned by hands-on pre-press and print production knowledge. I deliver campaigns, digital and print collateral, catalogues, eDMs, social content, video and packaging from brief to production-ready artwork, working independently with minimal direction or as part of a team.

My strengths are technical precision, brand consistency and a clear, well-aligned layout, with the creative range to push boundaries when appropriate. Advanced in Adobe Creative Cloud and confident across Mailchimp and HubSpot, I use generative AI tools daily to lift workflow efficiency. I have managed in-house digital presses, led the move to shared digital PDF proofing, and built asset systems that assist teams to be on brand and on time.

career summary

Total Print Control Pre-Press / Digital Press Specialist	Sept 2026 – Present
Ozdent Pty Senior Graphic Designer / Marketing Generalist	Mar 2025 – Jul 2026 (1y 4m)
DAS Dicker Data Marketing Generalist / Senior Graphic Designer	May 2022 – Feb 2025 (2y 9m)
Hills Limited Marketing Designer and Brand Ambassador	Mar 2020 – May 2022 (2y 2m)
News Corp Australia (NCA) Senior Marketing Designer	Mar 2004 – Dec 2019 (15y 9m)
NewsLocal – News Community Media Production Artist	Jan 2002 – Mar 2004 (2y 3m)

qualifications

WESTERN SYDNEY UNIVERSITY

Bachelor of Design
(Visual Communications) 1998 - 2002

TAFE NSW

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

key skills

- **Design:** Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat, Premiere Pro, After Effects, Media Encoder); Canva and Figma
- **Pre-press and print:** pre-flight, colour management, imposition, artwork preparation, die-cut and guillotine operation, digital press management
- **Digital marketing:** Mailchimp, HubSpot, Google Ads and UTM tracking, SEO/SEM knowledge, organic and paid social
- **AI tools:** ChatGPT, Claude, Midjourney and Photoshop generative tools
- **Productivity:** Word, PowerPoint, Excel (project planning and Gantt charts), SharePoint, Asana, Trello, Monday, Microsoft Planner

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program experience

- **Adobe Creative Cloud:** InDesign, Illustrator, Photoshop, Premiere Pro, Acrobat Pro, 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
- **Operating Systems:** Professional experience with iOS and Microsoft platforms
- **Eco-Systems:** Proficient in Google, and Microsoft Sharepoint and OneDrive eco-systems
- **CRM familiarity:** MailChimp, HubSpot and working experience with various company CRMs

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key achievements

- **SharePoint asset system:** Moved Ozdent's disorganised, server-based asset system to Microsoft SharePoint Online, so current logos, guidelines and branded collateral were available to internal and external stakeholders.
- **Packaging redesign:** Redesigned the dentagenie retail packaging to fit more compactly on shelf, marketed as saving 30% shelf space, and moved it to recycled stock to suit eco-friendly packaging trends across Woolworths, Chemist Warehouse and TK Maxx.
- **Reconciliation Action Plan:** Designed the Reconciliation Action Plan campaign, a photo-rich, high-impact awareness campaign with A1 posters, digital banners, digital and social advertising and event design, culminating in a NAIDOC Week launch where invited high-profile guests paid for tables to hear speakers and see the booklet reveal.
- **Digital proofing:** Led Ozdent's move from print-based proofing to a digital SharePoint mark-up system, improving the accuracy and speed of reviews and approvals.
- **Email marketing:** Rebuilt Ozdent's Mailchimp account, creating weekly eDM templates and consolidating fragmented audiences into one segmented database.
- **Screen video content:** Created and managed video content for in-branch screens at DAS, increasing product awareness and over-counter sales, and produced MP4 and animated content for DAS, Hills, Woolworths and Chemist Warehouse screens.
- **Social and paid media:** Launched and grew the Hills Facebook page to more than 4,000 followers and managed Google Ads with UTM tracking to measure campaign performance.
- **Pre-press standards:** Applied News Corp Australia pre-press training (CMYK conversion, total ink weight, resolution, preflight), ensuring artwork met exact production specifications before going to print.
- **Campaign planning:** Delivered 3-month campaign schedules over five years with the Marketing Managers at Hills and DAS, covering landing pages, web carousels, email, internal and external advertising and social media.
- **Trade events:** 6 years of trade events, exhibitions and product launches, including interstate bump-in and bump-out and collateral organisation.

career history

Pre-Press / Digital Press Specialist

Total Print Control — Oct 2026 – (present)

Achievement: Re-familiarised myself to PDF Pre-flight checks via PitStop, and assisted in guillotining, die-cutting and maintenance around the workshop.

Responsibilities:

- Pre-flight check incoming artwork to ensure it meets production specifications.
- Operate the Canon digital press (SRA3 and below), the die-cut press and the guillotine.

Senior Graphic Designer / Marketing Generalist

Ozdent Pty — Mar 2025 – Jul 2026 (1 yr 4 mths)

Achievements: Moved asset management to SharePoint Online; led the shift to digital proofing; unified fragmented audiences into one segmented Mailchimp database; redesigned dentagenie packaging for 30% shelf space savings.

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bonus 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

Responsibilities:

- Designed marketing and promotional materials across Ozdent's Dental, Grocery and University sectors, including multi-channel campaigns, eDMs, landing pages, social media, video, events and 3D mockups.
- Created print-ready packaging artwork, managing fold and die lines plus Process, Pantone, foil and Spot UV colours, including retail packaging for the dentagenie range.
- Managed the in-house Konica Minolta press, including imposition, print quality, stock levels and ordering, and was the main contact for maintenance. Set up print templates from scratch (A4 and A5 booklets) and configured slitter and cropping settings when the press was upgraded.
- Managed the Mailchimp account and audience database, and created and sent campaign eDMs.
- Advised on UI for the new e-commerce website and promotional landing pages; created advertising for in-house digital displays and print catalogues.
- Worked within compliance approvals through ISOPro for auditing compliance checks; Barcode and packaging approvals via GS1 Australia for retailers Woolworths, Chemist Warehouse and TK Maxx; recycling label approval for packaging and contents via the The Australasian Recycling Label (ARL).

Senior Graphic Designer / Marketing Generalist

DAS Dicker Data - Access and Surveillance — May 2022 – Feb 2025 (2 yrs 9 mths)

Achievements: Increased product awareness and over-counter sales through in-branch screen video content; maintained an asset system for logos, guidelines and branded collateral.

Responsibilities:

- Sole marketing designer working with the Marketing Manager on promotional and awareness campaigns for 10 branches nationwide.
- Delivered DAS and vendor-led campaigns across digital and print, including eDMs (HubSpot), landing pages, video, POS, events and external advertising.
- Designed and managed the workflow of the quarterly product catalogue, producing print and interactive PDF assets with supporting collateral.
- Created and managed branch promotional screen playlists; liaised with vendors, sales managers and external marketing partners.

Marketing Designer and Brand Ambassador

Hills Limited - Security and Surveillance — Mar 2020 – May 2022 (2 yrs 2 mths)

Achievements: Launched and grew the Hills Facebook page to 5,000+ followers; executed the rollout of a remote video management system for in-branch screens.

Responsibilities:

- Worked with the Marketing Manager on promotional campaigns for 12 branches across Australia, maintaining a cohesive identity across Corporate, B2B and partnered brands.
- Planned and executed print, digital and social campaigns; managed Google Ads and UTM tracking; sent campaigns via Mailchimp.
- Created video and static content for in-branch screens; managed the Hills YouTube channel and updated corporate and trade websites.
- Organised digital asset libraries and templates for sales teams; supported Hills Health with Nurse Call collateral and web content.
- Monitored Google Ads insights and reported them to the Marketing Manager for the weekly campaign review; liaised with news platforms' marketing liaisons to update paid advertising.

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Senior Creative Designer - National Marketing Team

News Corp Australia (NCA) Mar 2004 – Dec 2019 (15 yrs 9 mths)

Achievements: Built very strong expertise in CMYK/RGB workflows, pre-press and pre-flight; created and maintained the NSW vector maps for the 21 NewsLocal community newspaper distribution zones; gained hands-on experience with off-set web printing, including stock supply and assisting with maintenance.

Responsibilities:

- Worked in an agency-style creative team, developing high-profile campaigns for the Advertising, Marketing, Editorial, Sales and Corporate teams to NCA brand and production standards.
- Delivered collateral across newspaper and magazine print, large-format banners and billboards, POS, event design, and internal and external digital and social advertising.
- Created campaign-specific collateral for Corporate, Acquisition (newsprint, digital and magazine subscriptions), Advertising, Editorial, Real Estate (via the Real Estate Australia partnership), Distribution and Newsagency.
- Maintained company-wide digital assets, including complex, high-resolution layered Photoshop files still in use today.

Marketing Designer - NSW Community Newspapers

NewsLocal (NewsCorp Australia) Jan 2002 – Mar 2004 (2 yrs 3 mths)

Achievements: Part of the marketing team to relabel the Cumberland Newspaper Group to NewsLocal, and create a brand new styleguide and brand guidelines along with marketing and awareness collateral; brought hands-on production experience to the team and ensured all artwork was press-ready and to the correct specification.

Responsibilities:

- Worked in a tight knit agency-style creative team, developing high-profile campaigns for the Advertising, Marketing, Editorial, Sales and Corporate teams to NewsLocal brand and production standards.
- Delivered collateral across newspaper and magazine print, large-format banners and billboards, POS, event design, and internal and external digital and social advertising.
- Created campaign-specific collateral for Corporate, Acquisition (newsprint, digital and magazine subscriptions), Advertising, Editorial, Real Estate (via the Real Estate Australia partnership), Distribution and Newsagency.

More experience history can be provided on request.

work references

Jill Tayler Business Development Manager Ozdent	0400 219 146
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

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