



# ashley m porciuncula

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## basics

Versatile background including all stages of the **marketing and monetization** process.

Strong **market research** and **product development** skills.

Design and artistic direction of **print collateral** and **web/multimedia** pieces.

Outstanding **organizational** and **project management** talents.

Extensive **technical programming** knowledge and ability.

Great verbal and written **communication** skills.

Exceptional **work ethic**.

## experience

### lead ui engineer

SendMe, Inc. November 2010 - Present, San Francisco

**Marketing/Product:** Worked closely with marketing team to create new web and mobile signup flows for all services. Collaborated with product managers to increase conversion rates and marketable features. Led technical organization of new acquisitions and streamlining of processes to create landing page flows and other advancements for main acquisition, resulting in a 66% increase in revenue for the application. Personally designed and implemented refactor of landing page flow for Shazam partner, immediately resulting in 72% increase in monthly product subscriptions.

**66-72% Revenue  
Increase Across  
Multiple Applications**

**Design/Graphic:** Designed many of the company's web products, as well as mobile applications. Regularly helped marketing team meet deadlines by creating mockups, mobile application wireframes, etc.

**Technical/Programming:** Restructured multiple web applications and developed system for easy and secure duplication of landing page flows and microsites. Lowered work time for most reproducible projects by up to 80% through new systems and procedures. Traveled to close new acquisitions, document all existing programming structure, and streamline procedures to facilitate easy implementation into existing applications.

**Management/Strategic Planning:** Managed team of engineers focused on producing new marketing flows at expedited rates. Developed product knowledge training system, taking "ramp up" time from 2-3 weeks to average of 5 days. Created new structured processes to improve cross-department relationships and communication.



## experience

### chief brand officer

Sacramento Horror Film Festival May 2008 - August 2011, Sacramento, CA

**Marketing/Product:** Organized promotional events and preview street performances in Sacramento and San Francisco Bay areas. Directed marketing, press releases and promotions in local and national arts publications and magazines. Led new Stage division, pulling in over \$37,000 in ticket sales in 2 years.

Led New Division,  
Resulting in \$37k  
Revenue Increase

**Design/Graphic:** Designed all print and multimedia marketing materials for company and individual productions. Performed all creative direction including writing of scripts, set design and lighting design.

**Technical/Programming:** Set up paid streaming internet broadcast of productions to increase profits. Planning, design and coding of website. Creation of Facebook marketing campaign, growing "friends" list to over 2000 members in less than 30 days.

**Management/Strategic Planning:** Directed and managed cast of 40+ actors and 20+ tech team members. Wrote company handbook, performed regular cast member reviews, handled all necessary disciplinary actions. Grew company from a handful of cast members to a large production including stage crew, aerial artists, special effects professionals, dancers and more.

### private medical practice marketing specialist

Practice & Liability Consultants August 2009 - November 2010, San Francisco, CA

**Marketing/Product:** Led rebranding project for company marketing packets and online presence. Started new division offering practice branding and print/multimedia assistance to private practice physicians.

9% Overall  
Revenue Increase

**Design/Creative:** Offered creative services to consulting clients including website design, photography and marketing material production to increase company profits.

**Technical/Programming:** Managed website redesign project, programming, including implementation of content management tools and credit card acceptance. Setup and facilitation of regular webinars for medical societies. Originated email marketing campaigns.

**Management/Strategic Planning:** Interviewed, hired and managed administrative employees during office organizational restructure. Creation of employee manual, covering all company procedures.

### adobe & microsoft trainer

Sonic Training August 2006 - December 2008 , San Francisco, CA

Taught classes with an average of 10- 15 students in the following courses:

Adobe Illustrator, In Design and Photoshop  
Microsoft Word, Excel, Outlook, Access, Powerpoint and Publisher.  
HTML 4.01 & CSS



## experience

### marketing and assistant producer (single season)

Ragged Wing Ensemble May 2008 - July 2008, Berkeley, CA

**Marketing/Product:** Planning of special events and promotions, including holiday show receptions and cast parties.

**Design/Creative:** Designed and implemented e-marketing campaign which was tied into website and online event postings. Coordination and design of show program and other marketing materials.

**Technical/Programming:** Website CSS design, maintenance and social networking profiles. Management/Strategic Planning: Managed all box office staff, interns, and backstage operations.

### marketing specialist

Dunmore Homes April 2005 - July 2007, Granite Bay, CA

**Marketing/Product:** Developed tracking system to monitor success rates of all forms of print and multimedia advertising. Creation and implementation of e-correspondence program generating over 10,000 potential homebuyer contacts within the first 3 months.

**Design/Creative:** Creation of marketing materials, direct mailers and internet marketing.

**Technical/Programming:** Managed creation and implementation of company's new \$150k website redesign, working closely with programmers. Managed and updated all content on company website and all subscription websites.

**Promotions & Events:** Planning of promotional events, grand openings and other events with budgets of up to \$60,000.

## skills

### print design

Logo Design  
Flyer/Brochure Design

### multimedia design

Website Design  
Mobile App Design  
Direct Marketing Design

### marketing and advertising

Project Management  
Product Research and Development  
Direct Advertising  
Social Media Strategy  
Public Relations  
Copywriting  
Event Planning and Management

### programming and technologies

HTML  
CSS  
PHP  
Java  
Javascript  
AJAX  
SQL

### software and os

Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
Microsoft Word  
Microsoft Excel  
Microsoft Access  
FTP/SFTP  
Windows XP+  
Mac OSX

*For more information, references, etc. visit my website at [www.thatgirlsgotmoxie.com](http://www.thatgirlsgotmoxie.com).*