

ASHLEY HERRIN RESUME

/ ABOUT

I am a Creative Director currently working at Verizon's in-house agency. Prior to that I spent several years at Arnold Worldwide in Boston. I have experience working on a number of different projects for a wide range of clients; including broadcast & OLV, social, digital, print & OOH, experiential. Even a podcast.

Additionally, I am the co-founder of a small content creation & branding studio called Sunday Morning Studio. Over the years, we've worked with startups and CPG brands to help establish their identity, tone of voice, create ongoing social strategies and more.

I love making culturally-relevant and boundary-pushing work for clients of all sizes and with budgets of all sizes. Beyond being a conceptual art director, I enjoy digging into design, typography and editorial layout as well as taking photos. I prefer when these passions intersect in one project.

My client experience includes; Verizon, Progressive, NAR, Jack Daniel's, PopCorners, Tribe Hummus, Bare Snacks, New Balance, New Hampshire Film Festival, Santander, CenturyLink, CVS and more.

/ EXPERIENCE

VERIZON [NYC] CREATIVE DIRECTOR 06.2021 — PRESENT
ASSOC. CREATIVE DIRECTOR 12.2019 — 06.2021

Responsible for conceiving and developing original creative ideas that support and strengthen's Verizon's brand role; ideating against 5G and consumer benefit programs like Verizon Up and Citizen Verizon.

Guided teams of creatives (both in-house and freelance) during larger brand activations and milestone moments such as Super Bowl, CES and larger brand promotions.

SUNDAY MORNING STUDIO [NYC] CREATIVE DIRECTOR & CO-FOUNDER 04.2020 — PRESENT

Co-founder and creative director of a small branding and content studio, largely working with start-ups and small businesses helping them establish their own brand identity and narrative.

Additionally, we help our partners establish a presence across social channels through photo and video that aligns with their strategy.

ARNOLD [BOSTON] ASSOC. CREATIVE DIRECTOR 05.2018 — 12.2019
SENIOR ART DIRECTOR 02.2017 — 05.2018
ART DIRECTOR/JR. AD 05.2014 — 02.2017
LAYOUT ARTIST 09.2012 — 05.2014

Responsible for conceiving and developing original creative ideas & solutions for a number of global, national & regional brands including Progressive, Jack Daniel's, Hardee's, NH Film Festival, Carl's Jr., Tribe Hummus and more. Overseeing a number of campaigns from ideation through final delivery, oftentimes managing and overseeing multiple teams and working with our internal content creation studio to deliver high-quality assets.

Prior to joining the creative department, I was a layout artist within the print studio, providing art direction support to creative teams and their respective clients. These years provided me the foundational tools I needed in order to succeed as a conceptual art director with an eye towards design and photography.

/ SKILLS

Managing teams	Brand Identity	Photography	Production
New Business Outreach	Typography	Food & Prop Styling	Print Production
Art Direction	Web Design	Social Planning & Strategy	Adobe Suite
Graphic Design	Content Creation	Broadcast/OLV	Keynote & Google

/ EDUCATION

University of New Hampshire Bachelor of Science 2004 — 2008
Whittemore School of Business & Economics Business Admin., Marketing