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# Ash Morris

Creative Operations Architect | Cross-Functional Leadership, Communication & Design Strategy

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## SUMMARY

**Creative Ops Architect & Brand Strategist with 8+ years of experience helping organizations align business objectives, audience needs, and communication strategy.**

**Skilled in cross-functional leadership, stakeholder management, and strategic communication, with a track record of driving impactful marketing and communications initiatives.**

## SKILLS

### Strategy & Leadership

- Creative Strategy
- Cross-Functional Leadership
- Stakeholder Management
- Strategic Communications
- Design Strategy
- Creative Direction
- Brand Strategy
- Marketing Strategy
- Campaign Development
- Project Leadership

### Marketing & Comms.

- Visual Communication
- Content Strategy
- Email Marketing
- Social Media Marketing
- Audience Engagement
- Google Analytics (Working Knowledge)

### Tools

- Adobe Creative Suite
- Figma
- Meta Business Suite
- Constant Contact
- Framer
- Asana
- Monday.com
- Jira
- Microsoft Office
- Google Workspace

## EXPERIENCE

**Winsupply Inc. | Remote | *Graphic Designer, Marketing Specialist***

June 2022 - PRESENT

I support the marketing and communications initiatives of 40+ local businesses nationwide, collaborating with stakeholders across marketing, communications, leadership, and vendor organizations to translate business objectives into strategic creative solutions.

- Lead **cross-functional discussions** to align marketing objectives, stakeholder needs, and creative direction across multiple business units and campaigns.
- Develop and execute **integrated digital marketing initiatives** across social media, email, SMS, and paid advertising channels, leveraging audience insights and performance data to inform creative strategy and campaign optimization.
- Partner with **national brands** including Honeywell/Resideo, Milwaukee Tool, LG, and Frigidaire to deliver brand-compliant marketing campaigns that balance business goals, audience needs, and platform-specific best practices.
- Collaborate with **communications, marketing, safety, and leadership teams** to develop messaging frameworks, campaign concepts, and **creative strategies** that strengthen both internal and external communication efforts.
- Support **organizational communication initiatives** by shaping content and creative direction for the company's internal communications platform, helping drive engagement across a nationally distributed workforce.
- Present **branding, communication, and marketing strategy recommendations** to **executive leadership**, contributing ideas that support departmental initiatives, stakeholder alignment, and long-term creative direction.
- Led **creative development** for a major annual B2B promotion that contributed to a **234% increase in profits** compared to the previous year's gross margins.
- Guide **creative decision-making** across digital, print, and promotional marketing initiatives, ensuring alignment between business objectives, audience expectations, and brand standards.

### **Freelance | Remote | Digital Marketing & Brand Design Consultant**

September 2021 - June 2022

- Led visual development for Lavender Juniper, a beauty brand in its ideation phase, designing email marketing assets and branded social content
- Created Google Display Ads for a private financial services client, aligning visual tone with evolving brand guidelines and performance needs

- Produced animated video assets to enhance storytelling and audience engagement across digital platforms
- Consulted on rebranding initiatives, providing art direction across logo, web, and mobile touchpoints
- Conducted market positioning reviews and competitive audits to support strategic design decisions and brand messaging

### **Saberin Direct | Deer Park, NY | *Graphic Designer***

June 2020 - September 2021

- Managed project pipeline via Asana and delegated tasks to Graphic Design Pod for e-commerce retailer generating revenue from Amazon, Etsy, and Shopify traffic
- Handled projects for digital campaigns with fluctuating priority levels and turnaround timelines as short as 1 hour
- Created custom packaging graphics and developed mock-ups for client presentations
- Conceptualized, developed and implemented digital illustrations and photography for Instagram, Etsy, internal website, and product collateral
- Utilized creative briefs for project fulfillment and presented final drafts to executive team
- Supported the product development team in several stages of the product life cycle via sublimation printing
- Kept track of changes and market trends as it relates to graphic design

### **Morrison Mentors | Hempstead, NY | *Graphic Designer & Design Instructor***

June 2018 - June 2020

- Developed internal marketing process improvements to create brand guidelines
- Researched and implemented VR and 3D modeling technology (Unity 3D, Cura, Cheetah 3D & Autodesk Fusion 360) which supported business growth and improved B2B client retention rate

- Communicated client expectations to fulfillment team
- Created slide-deck presentations for reporting meetings with the Village of Hempstead Community Development Agency
- Led Adobe Photoshop, 3D Printing (Cura & Cheetah 3D) and Unity 3D trainings for graphic design associates

## **EDUCATION**

**Loyola University | New Orleans** | *Bachelor's Degree in Fine Arts*

## **CERTIFICATIONS**

**Great Learning Introduction to Google Analytics 4 Certification**

May 2026

**Great Learning UI/UX for Beginners Certification**

May 2026