

# Ashley Stanfield

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VCU Brandcenter  
Richmond, VA  
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## Education

### MS: Creative Brand Management

The CBM track marries core fundamentals of a traditional MBA with an intense focus on all elements related to branding, strategy, creative problem solving, and collaboration.

Univ. of Maryland  
College Park, MD  
December 2009

### BA: Visual Arts

Worked with an Arts & Humanities professor to engage students through technology. Provided suggestions and guidelines used to redesign instructional materials.

## Experience

IBM Interactive Experience  
New York, NY  
June 2015 - August 2015

### Interactive Experience Specialist

- Assisted with RFP responses for various personalization projects.
- Developed user journey strategy, user story strategy, and wireframes.
- Worked on Point of View, for future of loyalty and personalization, using market research and case study analysis.

T. Rowe Price  
Baltimore, MD  
June 2012 - July 2014

### 529 Specialist/Retail Investment Specialist

- Used product specific knowledge to engage clients and address their needs.
- Used consultative questioning to best position appropriate solutions for college financing, and personal retirement.
- Designed promotional and marketing materials.

Ubiq  
Philadelphia, PA  
Nov. 2011 - March  
2012

### Marketing Assistant

- Developed content for blog posts, e-newsletter, and other marketing materials.
- Assisted with event planning and promotion.
- Assisted with inventory management and product promotion.

Apple  
Columbia, MD  
April 2008 - May 2011

### Family Room Specialist / Specialist

- Used consultative questioning to best position Apple products.
- Conducted personal and group training sessions for Apple hardware and software products.
- Identified and resolved issues with Apple mobile devices including various iPhone, iPad, and iPod models

## Skills

### Professional:

Competitive analysis, Market research, Simmons

### Technical:

Adobe CS (InDesign, Illustrator, Photoshop), Keynote,  
MS Office (Word, Excel), HTML, CSS, Wordpress, Axure

## Passions

Design

Technology

Printmaking

Cooking