

Ashley Duncan

Senior Digital Designer & Marketing Strategist

Mobile

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Portfolio

scratchmediadesign.com

Professional Experience

Senior Marketing Specialist

West Hive Capital | Irvine, CA

Dec 2024 – May 2025

- Built and managed the website, resulting in +200% traffic growth over three months (Feb. – May 2025)
- Produced long-form YouTube content and social shorts; grew engagement across platforms
- Managed interns and delegated production of scheduled marketing assets
- Oversaw branding for property acquisitions including web pages, and strategy alignment
- Approved strategy and design deliverables, maintaining brand consistency across channels

Senior Graphic Designer

COMPLY | Remote, CA

2022 – 2024

- Directed company-wide brand refresh, increasing recognition by 20%
- Managed branding for a 300+ attendee conference, enhancing impact and engagement
- Improved website performance and reliability, increasing traffic and lead generation
- Designed HubSpot landing pages and digital assets, increasing conversion rates by 8%
- Reduced acquisition costs by 12% through optimized digital KPIs and campaign testing

Creative Marketing Specialist

ARC Abrasives | Troy, OH

2017 – 2022

- Designed marketing campaigns and product branding, increasing adoption rates by 25%
- Produced video content that helped drive +161% traffic growth over three years
- Grew LinkedIn followers by over 1,000 through targeted content and scheduling

Web & Graphic Design Specialist

The Ohio Masonic Home | Springfield, OH

2016 – 2017

- Improved web UX, decreasing bounce rates and increasing session duration
- Created educational video content that boosted viewership and community engagement
- Contributed to a 5% boost in customer satisfaction through web improvements

Web & Graphic Design Specialist

iBoomerang.com, Inc. | Vandalia, OH

2015 – 2016

- Led design direction and provided oversight that ensured alignment with project goals
- Designed and developed web layouts, focusing on usability and responsive design
- Designed and executed email marketing campaigns, including layout, graphics, and testing for multiple platforms

Web Designer

R+L Carriers | Wilmington, OH

2013 – 2015

- Led UX/UI enhancements resulting in 20% higher user satisfaction
- Boosted lead generation through A/B-tested landing pages and campaign design
- Designed and executed campaign landing pages, including layout, graphics, and testing for multiple platforms

Professional Skills

Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Audition, Fresco), Canva, Figma HTML5, CSS3, JavaScript, PHP, Bootstrap, jQuery, WordPress, Drupal, HubSpot, AEM Google Analytics, Google Ads, SEMrush, A/B testing, HubSpot, Kontent, SharePoint, Microsoft Office Suite, YouTube, email marketing, social media strategy, content creation, cross-functional team leadership, timeline management, campaign execution

Education

A.S., Advertising Art

The Modern College of Design | Kettering, OH