

# ashley bozeman

art director + designer + director

## experience

art direction + design

### mother new york (5.21 - present)

→ art director + creative  
target + target holiday campaign

### freelance creative (present)

→ art director, designer + illustrator

### the martin agency (1.18 - 5.21)

→ art director  
old navy, doordash, geico,  
virginia tourism, oreo, martin social,  
hanes, land o' lakes, discover card,  
ritz crackers, tiaa, purina + tracphone

### cirrus vodka (8.18 - 1.20)

→ art director, designer  
+ creative director  
created all visual works, ran  
various social accounts +  
helped with re-brand of account

### black girl in om (10.17 - 4.18)

→ design intern  
created work that helped to  
promote holistic wellness +  
inner beauty for women of color

### focus brands (6.17 - 8.17)

→ creative intern  
cinnabon, auntie annies, carvel,  
moe's southwest grill, mcAlister's  
+ schlotzsky's deli

### nielsen company (6.14 - 8.14)

→ media realtions intern  
wrote internal + external articles,  
performed media monitoring,  
press releases, pitched stories  
+ created an intern blog

## info + contact

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## education

### the creative circus (c/o 2017)

→ art direction  
atlanta, ga

### hampton university (c/o 2015)

→ public relations +  
leadership studies  
hampton, va

## experience

directing

### richmond behavioral health (5.21)

→ director : 'fearless' + 'i can'  
\*spang tv

created two 60 second spots to feature the services of richmond behavioral health. the organization helps richmond region residents who need care in areas of mental health, substance abuse + suicide prevention, regardless of pay. with a minimal budget, we were able to produce spots that were on brief, raw, emotional and uplifting.

### sentara martha jefferson hospital (8.21)

→ director : 'behind every patient'  
\*spang tv

created an anthem based spot to show the core values of the sentara martha jefferson hospital in charlottesville, virginia. we featured a family 's journey to recovery to highlight the care they provide for the patient's mind and body, support their care givers and the well-being of their surrounding community.