

# ASHLEY GRAVES

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## EXPERIENCE

### NIKE

APRIL 2016 - PRESENT

#### Product Presentation Coach (Manager) - Seattle, WA

Develop and execute merchandising strategies in order to support sales and inspire interest for the general demographic of the Seattle area. Responsible for the performance and development of twenty sale associates. Establish monthly performance goals and check-ins, as well as mid-year and yearly reviews with each associate. Prepare and challenge each associate by delegating performance based tasks and responsibilities while merchandising.

#### District Newsletter Developer - Seattle, WA

Creator and distributor of a district-wide newsletter called D2 News. The document covers upcoming events, footwear launches, associate and manager highlights, amongst other information. Each month, I partner with a new store in the district to highlight.

#### Community Ambassador - Eugene, OR and Seattle, WA

Develop partnerships with local, community programs such as the Boys and Girls Club, Healthy Moves and elementary schools. Act as the liaison between the store team and the community to schedule events and times to volunteer. Held the role in Eugene, Oregon for two years and continued in the role once I transitioned into the Seattle, Washington store.

#### Visual Lead (Manager) - Eugene, OR

Determine the visual layout of the store and ensure that the merchandise supports sales. Responsible for the performance of five associates.

#### Full Time - Eugene, OR

Acted as the assistant for the operations, back of house and product managers. I assisted in everyday asks as well as larger projects such as inventory, scheduling and fulfilling supply orders. In September 2017, I began stretching as the visual manager to fulfill store needs.

#### Part Time - Eugene, OR

Assisted the store's Community Ambassador. Provided a personalized and unique consumer experience. Celebrated each consumer on their accomplishments and provided encouragement and support for them.

#### Seasonal - Eugene, OR

Hired for the 2016 Olympic Trials. Provided a personalized and unique consumer experience.

## TAI PEI FROZEN ASIAN FOOD ADVERTISING CAMPAIGN

#### Media Team - Eugene, OR

JAN 2017 - MAY 2017

Hired onto a team to develop a new advertising campaign for Tai Pei Frozen Asian Food. I specifically worked on the Media Team, where I collected data and statistics in order to determine which media strategy was best to use in order to implement our media campaign. We then competed against other advertising teams in the district to determine the best campaign for the company.

## UNIVERSITY OF OREGON GREEK LIFE

#### Vice President of Risk Management - Eugene, OR

SEPT 2014 - DEC 2015

Responsible for planning social events and ensuring all risk management policies and procedures are followed at said events. Took on the role as a counselor and often took time, after hours, to aid as many members as I could. At times, my role consisted of implementing disciplinary action and holding necessary hearings. I served as a liaison between security companies, vendors and our National Headquarters.

## EDUCATION

### UNIVERSITY OF OREGON

SEPT 2013 - JUNE 2017

B.A. Journalism and Communication

Concentration: Advertising

Minors: Business Administration and Spanish

## SKILLS

**Spanish:** proficient speaking, reading and writing

**Merchandising:** proficient in executing seasonal merchandise models, weekly business adjustments and dynamic marketing strategies

**Microsoft:** proficient in Word, PowerPoint and Excel

**iOS:** proficient in Keynote and Pages

**Adobe Creative Suite:** proficient in Illustrator, Photoshop and InDesign

**Public Speaking**

**Multitasking**