



the resume of
ASHLEY MARINE

PORCIUNCULA



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ashley marine porciuncula

Lead Designer & Owner

PK1 Studios

January 2003 – Current

- Owner and lead designer of PK1 Studios, a boutique design and marketing company.
- View full portfolio and more information at: www.pk1studios.com

Assistant Producer & House Manager

Ragged Wing Ensemble

July 2008 – November 2008

- Designed and carried through with e-marketing campaign which was tied into website and online event postings.
- Planning of special events including Halloween show reception.
- Website maintenance and MySpace profile design.
- Coordination and design of show program and other marketing materials

Course Instructor

Computer Training Company

August 2007 – Current

- Frequently teach classes with up to 10 students in the following courses:
- Adobe Illustrator, In Design and Photoshop
- Microsoft Word, Excel, Outlook, Access, Powerpoint and Publisher.
- HTML 4.01 & CSS

Internet & eMarketing Specialist

Homebuilder & Developer

April 2005 – August 2007

- Creation and implementation of a e-correspondence program and generated over 10,000 potential homebuyer contacts within the first 3 months.
- Planning of grand openings and other events with budgets of up to \$50,000.
- Creation of marketing materials, direct mailers and internet marketing. Also developed system to track rate success rate of all forms of advertising.
- Managed and updated all content on company website and all subscription websites.



“We have been incredibly pleased with Ashley’s work. It has been creative, original and quick. She has been responsive to our needs and has brought originality and a whole lot of talent to our campaign.”

*- Eric Ganz, Producer,
The Hammer
starring Adam Carolla*



“I would highly recommend you to anyone interested in quick response, professional attitude, and prompt results. Your quality of work is excellent!”

*- John Slaughter, Retroactive
Home Construction, Inc.*

Escrow Coordinator/Marketing & Office Manager

Real Estate Company

April 2004 - January 2005

- Creation of multimedia and print packages for buyers and sellers.
- Created the company's corporate identity, and advertising materials for both local and national advertising.
- Coordinated weekly direct mailings and e-mailings to 6,000+ contacts.
- Planned and attended open houses.
- Served as escrow coordinator and facilitated escrows from start to finish.

Marketing & Office Manager

Homeowner's Association Management

February 2002 - January 2004

- Created proposal packages for clients and welcome packets for new residents.
- Coordinated regular direct mailings to HOA members.
- Became certified to complete HOA certifications for real estate transactions.
- Assisted homeowners with emergency maintenance issues.
- Created a computer program to track maintenance issues and CC&R compliance.
- Trained new employees and created a step-by-step company handbook.

10 Key Speed: 189 CPM

Typing Speed: 65 WPM

Skills & Abilities:

- Internet & Email Marketing
- Internet and Marketing Research
- Expert Organization Skills
- Experienced Event and Promotion Planner
- Excellent Leadership and Problem Solving Skills
- Corporate Identity and Logo Creation
- Photo Retouching and Manipulation
- Portrait, Event and Residential Photography
- Website Design, Content Development and Maintenance
- IT Support & Computer Troubleshooting



"I've worked with Ashley on two projects to date and have been very pleased with her work and our interactions. She has been great to have as a development partner!"

*- Keaton Nguyen,
MyAutoUpdate.com
and WeddingFutures.com*



"You have provided excellent support and have been a major factor in my business's success! I can confidently recommend you as solid, reliable expert!"

*- Amber Miranda-Basurto,
Go on the Go*



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Partial Client Listing

- Adam Carolla, Radio Personality
- Bentley Film Group, Hollywood CA
- Coldwell Banker
- Dave Hosley, Musician
- Dermagenics Skin Care
- Dr. David Alessi, Beverly Hills CA
- FoodBuzz.com
- Forrio Clothing Company
- The Human Rights Fair Housing Comm.
- Hungry Man TV
- Media Maison, Boutique PR
- Portland Restaurant Brokers
- Ragged Wing Ensemble Theat
- SF Glow Magazine
- Suzuki
- Travis Whitelaw, Musician
- UC Davis

Sample Design Services

- Business Cards
- Logos & Identity
- Brochures & Pamphlets
- Flyers & Posters
- Zed Cards
- Web Design
- MySpace Profile Design
- Direct Mail Advertising
- Nightlife Media
- Street Team Marketing
- Photography

Complete Online Design Portfolio and Listing of Services:

<http://www.pk1studios.com/>



“I have had the pleasure of working with Ashley, during which time she has provided excellent support in the areas of design and marketing. She has been a major factor in my business’s success! I can confidently recommend her as solid, reliable and an expert in her field!”

*- Amber Miranda-Basurto,
Go on the Go*