

Ashley Lyn Barone

Graphic Designer, Photographer, Social Media Marketer

 ashleylynbarone@gmail.com

 www.ashleylynbarone.com

Education

Rochester Institute of Technology
School of Photographic Arts and Sciences
BFA, Photographic and Imaging Arts in Visual
Media, *Cum Laude*, May 2018

Skills

Brand Identity Design	Photography
Color Management	Social Media
Event Planning	Studio Lighting
Graphic Design	Typography
Image Manipulation	Videography
Marketing	Web Design
Packaging	Wide Format Printing

Software:

Adobe Creative Suite	Hootsuite
Capture One	Lightroom

Capture Devices - *Digital & Analog:*

Canon	Nikon
Hasselblad	Phase One
Leica	Sony

Lighting - *Continuous & Strobe:*

Broncolor	Profoto
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Honor & Awards

Honor Society Member of Epsilon Pi Tau- Delta
Xi Chapter
May 2015 – Present

Member of The National Society of Leadership
and Success- Sigma Alpha Pi Chapter
May 2013 – Present

Honor Students Art Gallery, Dyer Arts Center
Rochester Institute of Technology
April 2013 & May 2015 & May 2018

Highest Cumulative GPA Award
Sigma Sigma Sigma-Epsilon Psi
May 2013

Experience

Instructional Assistant in the Deaf/Hard of Hearing Classroom

Carbon Lehigh Intermediate Unit #21 – Schnecksville, PA
November 2022 – Present

- Supporting the Deaf/Hard of Hearing students individually and in small groups with academic activities, communication skills and practical life skills
- Supervises and assists the students outside of the classroom
- Managing various classroom responsibilities including the inventory and organizing the classroom materials

Freelance Graphic Designer & Photographer

Ashley Lyn Barone – Allentown, PA
June 2017 – Present

- Design and photographic projects with a client-oriented vision
- Deliver prints, digital files and social media in a timely manner

Graphic Designer

Rutler Screen Printing – Easton, PA
November 2021 – September 2022

- Designed projects with a client's inspiration and set up the proof for screen print and embroidery
- Photographic projects, retouched pictures and posted them to social media
- Managed various office responsibilities including website and social media platforms, marketing materials, order confirmation emails, scheduling and inventory

Assistant Photographer & Photograph Retoucher

Frank Mitman Digital Photographic Imaging – Allentown, PA
May 2015 – July 2015, June 2016 – August 2016

- Photographed community events and sports
- Packaged and organized prints and posted them to social media
- Retouched senior portraits, weddings and events

The College Panhellenic Delegate

Sigma Sigma Sigma-Epsilon Psi – Rochester, NY
December 2015 – August 2016

- Provided strong leadership, confidence and collaboration
- Represented my group at a fair, courteous and diplomatic manner
- Voted and advocated for changes in the bylaws

Alumnae Relations, Social Media & Web Coordinator

Sigma Sigma Sigma-Epsilon Psi – Rochester NY
November 2012 – August 2016

- Photographed events and initiated social media campaigns
- Hosted events and activities
- Managed monthly emails and newsletters and created the alumnae connections throughout the social media platforms and website