



DAMIAN ASHTON
MULTIDISCIPLINARY DESIGNER
MARKETING | EDUCATION

BROOKLYN, NY
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PROFESSIONAL EXPERIENCE

CULTURE INCITE DESIGN & MARKETING

FREELANCE CONSULTANT | Jan 2011 - Present

Design Research and Strategy:

- Conducted a nearly year-long immersive Critical Ethnography designed to understand the semiotics and sub-cultural expression of Hip Hop identities in urban and suburban communities thru clothing brands. These insights were later leveraged to produce the brand identity, product, and marketing strategy for Dub-Stuy records, which I eventually was brought on as Director of Marketing
- Lead a year-long human-centered design community development project, which included facilitating focus groups, conducting one-on-one interviews, and leading UX feedback to develop and co-create the Healthy Masculinity Forum, a design solution to foster gender equity and positive connections between men
- Experienced leveraging quantitative data, as well as expert interviews, behavior observations including in-home viewing, systems mapping, and public/private partnerships development to support NYC's transition from single use to reusable bags
- Skilled in operations and strategic design, leveraging interviews and observations to co-create workflows, systems and structures to optimize and streamline collaboration and project management
- Successfully launched over two dozen website for clients, which has included creating design and creative briefs; developing wireframes, building websites and UX testing, as well as working between clients and vendors
- Lead multiple branding projects having collaborated with public and private clients to moodboard, reference gather, present and iterate, from communications design, logos, and typography

Marketing Strategy & Communications:

- Created communication design assets both producing and directing vendors to produce videos, eBooks, social media assets, and digital ads, to name a few
- Guided clients in developing their MVPs, supporting them with product launches, including digital and in person events, podcasts, and services decks
- Worked with clients to develop or improve their marketing and content strategies across digital, social and activations
- Experienced in digital ad buying and campaign management working with budgets \$30k+
- Created email marketing and social media campaigns, maximizing ROI thru strategic budgeting, collaborations

Additional Consulting:

- Skilled in partnership development, including private, governmental and nonprofit sectors to collaborate and co-create design opportunities
- Experienced working with clients to identify their market position, value propositions, creating their strategic plan
- Skilled in team building and leadership having assembled and/or managed teams from 2-15, both in person and remotely
- Experienced in understanding and identifying client's barriers to execution and developing tools and 'hacks' to meet milestones and meeting objectives
- Over two decades of experience with event production and management ranging from conferences, activations and concerts, from 100- 1000+ attendance

EDUCATION

SCHOOL OF VISUAL ARTS | MFA

NEW YORK, NY 2020

Design for Social Innovation

HAMPSHIRE COLLEGE | BA

AMHERST, MA 2006

Ethnography and Political Economy

SKILLS

MIXED QUALITATIVE METHODOLOGIES

REPORTING & ANALYSIS

SYSTEMS MAPPING

SERVICE DESIGN

STRATEGIC DESIGN

HUMAN-CENTERED DESIGN

DESIGN STRATEGY

INNOVATION

UX AND UI RESEARCH

BUDGET MANAGEMENT

MVP DEVELOPMENT & TESTING

MARKETING STRATEGY

PROJECT MANAGEMENT

LEADERSHIP

TEAM BUILDING

FACILITATION

EVENT PRODUCTION

DIGITAL MARKETING

CONTENT STRATEGY

SEO

EMAIL MARKETING

BUSINESS CONSULTING

BUSINESS STRATEGY



PROFESSIONAL EXPERIENCE *cont.*

EQUIMUNDO [FORMERLY PROMUNDO-US]

DIRECTOR OF COMMUNICATIONS | Nov 2021–Oct 2022

- Developed and led the organization's rename and rebrand through a co-creative process, which also included a website redesign, all of which was accomplished in under six months and included over 60 internal and external stakeholders
- Oversaw \$500k+ annual department budget
- Co-created and developed processes and tools to streamline interdepartmental workflows and project management
- Managed partnership relationships with public, private organizations, and funders, such as P&G, UNFPA, L'Oreal, UN Women
- Rebuilt the comms department, content strategies, outputs, and new staff hires and contractors
- Launched and oversaw the social digital marketing strategy, including an instagram organic growth rate of 5k% in three months and an average email open rate of 28%

DUB-STUY RECORDS

MARKETING CONSULTANT/DIRECTOR | Jan 2013 – March 2020

- Initially brought in as a consultant to co-found the label, tasked with building the brand, brand identity and business strategy
- As a consultant, leveraged the *Culture Incite* communications strategy, which included leading workshops with staff to develop the brand's core values, which were adapted to content strategy and business outputs
- Email campaign design and management securing an average open rate of 32% open-rate
- Developed and lead the success of the brand's social media growth from 0-45k, mostly organically through a dynamic content strategy
- Supported business development opportunities, including partnerships with local and international brands such as Red Bull, Boiler Room, the Lot Radio
- Developed design briefs for albums, events and products
- Expertise in campaign evaluation, including monitoring and reporting
- Event design and planning, including ticket sales strategy, co-managing the brand's 15k watt sounds system, as well as event programming/lineup, partnerships and activation
- Experienced in press and PR partnerships, including the Wall St. Journal, NPR Vice, RBMA

WAX POETICS MAGAZINE

MARKETING & AD ACCOUNT ASSOCIATE | Jan 2010 – Jan 2011

- Coordinated online digital marketing, including managing content and advertorial social media content
- Supported and tracked marketing and ad campaigns by creating and managing an Excel reporting dashboard
- Developed integrated advertising campaigns for ad buyers
- Collaborated on ad activations with brands, such as Makers Mark
- Helped with activation event production, including set up, run of show and performer coordination

PLATFORMS PROFICIENCY

ADOBE CREATIVE SUITE

GOOGLE SUITE

MICROSOFT OFFICE

PROJECT MANAGEMENT SYSTEMS

APPLE SUITE

FIGMA

CLICK UP

MURAL

WORDPRESS CMS; WIX

SOCIAL NETWORKING SITES

EMAIL SERVICE PROVIDERS

SALESFORCE

ADDITIONAL SKILLS

VIDEO EDITING

WEBSITE DESIGN

INTERIOR DESIGN

MUSIC PRODUCTION

VINYL AND DIGITAL DJING

KEEPING PLANTS ALIVE

A MEAN VEGETARIAN CHILI

WHAT I'M...

READING

LISTENING TO

WATCHING