

# ASHLEY FRICK

CREATIVE DIRECTOR

## EXPERIENCE

**DENTSU CREATIVE (Seattle, WA)**  
Creative Director / Mar. 2021 – Current

Clients include Roku, Hilton, Samsung and McCain Foods.

**XPERIENCE COMMUNICATIONS (Dearborn, MI)**  
Senior Creative Director / Sept. 2019 – Mar. 2021

Experiential & Communications agency built to make moments that matter. Clients include DTE Energy, Ford and Lincoln.

**JACK MORTON WORLDWIDE (Detroit, MI)**  
Associate Creative Director / Aug. 2016 – Sept. 2019  
Creative Associate / July 2012 – Aug. 2016

Experiential Agency of Record for General Motors (Chevrolet, Buick, GMC, Cadillac). Projects focused on Chevrolet Content Center and Sponsorships, plus Buick-GMC Sales & Service.

**PARK WEST GALLERY (Southfield, MI)**  
Multimedia Copywriter / Dec. 2011 – July 2012

International commercial art gallery founded in 1969. Part of the internal marketing team, responsible for all online and print.

**POLIFORM | SAGARTSTUDIO (Washington, DC)**  
Creative Assistant / Dec. 2010 – Sep. 2011

Small-shop, high-end Italian design studio and interior architecture firm. Responsible for online content (digital, social, PR) and creative marketing (product photography, catalogs, and magazine features).

**SMITHSONIAN ARCHIVES of AA (Washington, DC)**  
American Art Curatorial Intern / May – Aug. 2010

Research, blogging, boxes of Andy Warhol's stuff  
...and a dust mask.

## TOOLKIT

I'm a passionate, hybrid Creative Director and content creator with 14+ years experience. This includes...

- ✓ Creative Direction & Project Management – Ideation, Creative Strategy, Video Direction, Art Direction, Multimedia Production
- ✓ Leadership Skills – Staff Management, Projects / Proposals, Pitching and Public Speaking
- ✓ Content Strategy – Editorial, Social, Corporate Comms, Internal Brand Marketing (Case Studies, White Papers)
- ✓ UI/UX – In both the physical and digital spaces
- ✓ Long- and Short-Form Writing – Executive Scripting, Film Treatments, OLA, Social, Print, SEO, Editorial...
- ✓ New Biz – Presentation / RFP Writing and Design
- ✓ Technophile – Emerging GenAI tools, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, Lightroom, Acrobat Pro), Office365, Apple OS
- ✓ Online Content Management (e.g. Wordpress, Wix, etc.) and Content Prototyping

## EDUCATION

2005-2009  
Ann Arbor, MI

**BA, University of Michigan**

- English Language & Literature
- History of Art
- m: Medieval & Early Modern Studies
- International Study in Florence, Italy