

# ASHLEY FRICK

CREATIVE DIRECTOR

## EXPERIENCE

### **XPRIENCE COMMUNICATIONS (Remote)**

Sr. Creative Director / Sept. 2019 – Current

Leading the Creative team at a boutique XM agency built to make moments that matter. Clients include Ford, Lincoln and DTE Energy. The work ranges from guiding large-scale vehicle launches to creating compelling digital experiences, to writing and directing award-winning short films.

### **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 ranged from large-scale sponsorship activations, to national meetings and events, to experiential product launches – and more.

### **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 Writer & Creative Director with experience telling stories across every medium – with an emphasis on film and digital executions. As a hybrid creative, I'm all about the details, whatever the project.

- ✓ **Creative Direction & Project Management** – Ideation, content strategy, copy and film direction, art direction, content prototyping, and team mentorship
- ✓ **Client Services** – Creative liaison for clients at all levels, including C-suite and top executives
- ✓ **Writer** – Film treatments (long and short), scripts (of all kinds), presentations and proposals, executive ghostwriting, TikToks, Reels...
- ✓ **Art Director** – And proficient in Adobe Creative Cloud (emphasis on Photoshop, Illustrator, InDesign, XD, Lightroom, Acrobat Pro), Office365...
- ✓ **Agency Leadership** – Staff management, mentorship, public speaking, policy design
- ✓ **New Business** – Ideation, overall creation of pitches / presentations, RFPs, white papers and case studies
- ✓ **Web Content Management & Editorial** – Digital CMS, content strategy and planning, editorial design

## 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