

# AYANA IVERY

ayana.ivery@gmail.com

510.918.9264

www.ayanaivery.com

## SKILLS

- Adobe CC
- Sketch
- HTML5, CSS3
- WordPress, Squarespace
- Invision
- UX/UI Design
- User Interface Writing
- Prototyping
- Power-point/ Keynote
- Air Table, Asana, Google Docs/Sheets
- MS Office

## EXPERTISE

- Communications, Internal/External
- Email Marketing
- User Interface Design
- Art Direction
- Event Management
- Brand Development
- Content Strategy
- Social Media Content Production & Marketing Strategy
- Client Relations
- Typography, Color Theory, Layout, and Composition

## CERTIFICATIONS

- Mobile UX/UI Design
- Social Media Marketing
- Business Startup Strategies

## WORK EXPERIENCE

Digital Marketing & Communications Manager + Visual Arts Consultant  
Impact Hub Oakland, Oakland CA; December 2017 to February 2020

- Managed and maintained corporate branding and identity, including strategic partnerships
- Created and managed social media content, calendar and platforms with promotional videos, fliers, postings, live streams, and Twitter engagement, and increased following and engagement by 14% in 28 days.
- Created marketing and communications strategy for events and membership goals, including corporate communications, public affairs, press releases and e-marketing development
- Communications Management: development and implementation of both internal and external weekly membership newsletter for 700 subscribers, and twice monthly events blast for 6K subscribers.
- Supervised a team of 4 on various projects
- Curated and managed rotating quarterly art installations, events, activities, and scheduling

Education, Events and Communications Consultant

Oakland Berkeley Association of Realtors®, Berkeley, CA; March 2016 to December 2016

- Produced and managed social media content: promotional videos, fliers, postings, live streams, and Twitter engagement, and increased following and engagement by 35%
- Marketing Liaison for Member Committees: Education; Young Professionals Network and Community Funds Committee
- Managed internal calendar for employees and external for over 2,000 members
- Planned and coordinated educational events for REALTOR members: marketing meetings, luncheons, and certifications
- Created content and distributed the weekly internal newsletter for over 2,000 subscribers
- Maintained member service website: Wordpress and HTML
- Produced the Annual Installation of President and Board of Directors Fundraiser, 350 attendees: coordinated venue arrangements, menu, decorations, program of events, sponsorships, donors, and raffle prizes and ticket sales
- Creative Director for Legislative Day 2016 video, managed production, created vehicles for distribution and directed the team to create compelling video assets

Continued

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Graphic Design and Social Media Marketing Consultant

Ayana Ivery Designs; Owner, Oakland, CA ; June 2004 to Present

- Brand Development: creative brainstorming and research focused on clients needs creative print and online identity projects, Logo and Brand awareness
- Directed Social Media Marketing strategy, maximizing SEO and KPI
- User Interface Copy-writing

2017-20018 Client List: Brand Development: Breaking the Silence; African Amercian Art & Culture Complex, TBWIG

2012-20016 Client List: Brand Development: Organix Herbal Supplements; SoOakland; Fight Dads (Reality TV Series)

Graphic Design: Dolby Audio, Mercedes Benz, Urban Stitch Boutique, Yerba Buena Center for the Arts, Renee Moncada McElroy (Producer)

2007-2009 Client List: Production Assistant: FreeStyle Interactive, September 2009

ı Design Assistant: Levis Strauss & Co.: June 2009

ı Supervising Event Director: Billion Dollar Babes: 2007 - 2008 Seasonal

Assistant to Director of Textiles and Product Design, Pottery Barn Kids

Williams Sonoma Inc Headquarters; San Francisco, CA; June 2009 - January 2012

- Directly collaborated with SVP in trend analysis and storyboard compilation for seasonal direction from initial concept to complete brand strategy.
- Designed and Conceptualized storyboard templates for design team (10 designers) for upcoming and current trends
- Assembled the seasonal Concept Look-book for internal company use
- Updated and maintained Artwork inventory
- Commended for creating beautiful layouts on presentation boards, excellent attention to detail, and work ethic

Client Services, Textile Library Director

Design Within Reach; San Francisco, CA Headquarters November 2007 to January 2009

- Exceeded total service needs of customers and supervisors
- Initiated the reorganization and volunteered management of the then defective textile library to an easily accessible swatch reference database
- Pioneered the development of department strategy meetings in order to remain an effective and successful leader in the modern design furniture market

Director of Advertising and West Coast Operations

ASC LLC Headquarters; Miami Beach, FL; June 2004 - April 2007

- Designed US Version of Italian Website
- Developed advertising and marketing campaigns; Created networking events for Italian clothing and fragrance line in USA
- Managed shipping and receiving of merchandise globally and distribution to U.S. retailers
- Supervised and managed trade-show events in Las Vegas, Los Angeles and NYC
- Developed and maintained a successful public relationship with Intimate Apparel Magazine

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## EDUCATION

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06/07 Bachelors of Science, Apparel Design & Merchandising  
San Francisco State University, San Francisco, CA

06/02 History, Art and Culture of France  
UniversitÉ Aix-Marseille, Aix-en-Provence, France

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## AWARDS

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Customer Service Most Valuable Person Award, 2/08

ICON Award: 2/08, 6/ 08 & 11/08