



Ashley Holmes

curriculum vitae

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Passionate about digital with a focus on advertising and over 15 years experience I am. very calm and level headed and always up for a new challenge. As well as technology and design. I also have a varied amount of interests from learning Japanese to brewing my own beer! I do also enjoy a really good joke and a laugh too!

Experience

**TBWA/London +
Omnicom Production
March 2022 - Present
Digital Content Specialist**

Working on a variety of digital formats, HTML5, DOOH, social posts and website/UX design. Using my flexible range of skills, including After effects, Premiere, illustrator, Photoshop, HTML5 coding.

**Stackadapt
Sept 2021- March 2022
Creative Strategist**

Creative strategist for Ad serving platform (DSP) StackAdapt. Responsibilities included liaising with wider sales team to design and create ad campaigns for clients. (banners, social animation). Communicating design ideas directly to clients. Designing creative briefings to win more business. Suggesting new business ideas to main creative base in Canada. Mentoring more junior members on the UK creative team.

Saatchi & Saatchi London 2015 - 2021 Lead Banner Creative Developer

Lead banner developer at Saatchi & Saatchi. Responsibilities include: Managing other developers, being main point of contact for all banner briefs, technical builds, workflows and overseeing dynamic builds for two of Saatchi's major clients. I also take on a range of duties including After effects motion work for banner creatives/ social/DOOH work, photoshop based storyboards and other work involving adobe creative suite. I also consulted on projects that have digital based technologies.

TAG WORLDWIDE 2012-2015 Senior flash designer

Flash designer working on banner builds, skins and static/gif based creatives. I would also teach/advise less experienced flash designers on how to code in actionscript 2 and 3/gsap animation.

TAG WORLDWIDE 2010-2012 Junior Flash Designer

Junior flash designer working on simple flash animation builds and photoshop work.

Education

MA With Merit - Interactive Design Middlesex University

Achieved Master of Arts degree passing with merit in design in interactive media.

BA (Hons) 2nd Class - Cinematics UEL

Achieved BA (hons) in cinematics - covering areas in film theory and practice - film editing, animation.