

ASHLEY LARSON, MBA



ashley@northcountrywebsitedesign.com



EDUCATION

Bachelor of Arts | Marketing and Spanish _____ *Northern Michigan University*

Masters of Business Administration _____ *Northern Michigan University*

EXPERIENCE

Website Designer, Graphic Designer, Marketing Speacilaist

North Country Website Design

Remote | July 2026 - Present

- Design and develop client websites, digital assets, and branded materials.
- Create logos, business cards, promotional materials, signage, and other marketing collateral.
- Develop social media and email marketing campaigns.
- Creation and development of customized website and marketing solutions.

Marketing Coordinator, Client Relations Coordinator, and Event Planner

360 Capital Management

Southern Pines, NC | February 2025 - April 2026

- Developed onboarding materials, educational resources, email campaigns, and marketing content that simplified complex financial concepts.
- Planned and executed client events to strengthen client engagement.
- Co-developed and implemented a Redtail CRM system.
- Supported leadership through project coordination, scheduling, reporting, and process improvements while managing multiple priorities in a fast-paced environment.
- Created presentations, financial models, and client-facing materials while maintaining organized records and ensuring consistent follow-up with clients and prospects.

Administrative Manager, Marketing Coordinator, and Hourly Service Manager

Texas Roadhouse

Marquette, MI | January 2024 - December 2024

- Managed payroll, financial reporting, and administrative operations for 130+ employees.
- Supported employee relations, policy communication, and operational leadership.
- Community outreach, corporate marketing initiatives, and local partnership development.
- Coordinated fundraising events and community engagement efforts.
- Operational, financial, and marketing support in a fast-paced, customer-focused environment.

SOFTWARE EXPERIENCE

Microsoft Office Suite | Canva | Adobe Photoshop | Adobe Illustrator | Emma
| Word Press | Constant Contact | Sprout Social | Workday | Social Media
Applications | Google Workspace| Microsoft One Drive | Meta Suite