

ASHLEY M. LLOYD

MARKETING & BRAND MANAGER | GRAPHIC DESIGNER

With nearly 10 years of experience building brands in marketing roles and as a freelancer, moving ideas from concept to execution and turning them into real growth has been the most rewarding part of my career. Taking full ownership of campaigns and projects, I lead with creative direction to deliver revenue-focused solutions that help businesses and people thrive.

Marketing Manager | Quintairos, Prieto, Wood & Boyer, P.A.

(April 2023 - Present 2026)

Management

- Lead and coached a five-person marketing team responsible for brand messaging, attorney promotion, and internal initiatives.
- Contributed to firm-wide growth from 28 offices and 400 attorneys in 2020 to 48 offices and 500 attorneys by 2025, reflecting a 71% increase in office locations and a 25% increase in attorneys
- Set quarterly and annual budgets for the marketing team, managed production timelines and vendor contracts for all branded materials.
- Partnered across firm departments including HR, Talent Acquisition, Operations, IT, and Executive Leadership, to implement internal structures and processes, attorney recruitment, intranet resources, and newsletters.

Design & Copywriting

- Led the full rebrand of PCC, a QPWB-affiliated sister company, including brand identity development and copy creation for the website, brochures, flyers, LinkedIn, Instagram, and Facebook, ensuring consistent voice and visual alignment across all platforms.
- Developed national brand standards and oversaw the creation of all branded materials including pitch decks, one-pagers, social content, and internal templates.
- Wrote, designed, and launched national newsletters ("The Queue," Women's Group updates, IQ/Workers' Comp Group).
- Led the creative direction for high-stakes pitch decks (WhiteCap, Walmart, McDonald's DEI initiative, Allstate), combining storytelling, layout, and strategy.

Initiatives

- Created and launched the firm's Swag Box onboarding program for new hires: designed items, managed fulfillment nationwide, and presented to executive leadership.
- Organized and directed firm-wide attorney headshot shoots, with a consistent visual identity and tone across all 48 hubs.
- Spearheaded QPWB's accreditation for CE/CLE course offerings in multiple states, collaborating with bar associations and insurance agencies.
- Developed and launch of the firm's internal intranet platform, through sharepoint, centralizing firm-wide contact information, service directories, and key resources to improve internal access, reduce operational friction, and streamline communication across 48 offices.

CONTACT:

theashleylloyd@gmail.com

(510) 478-3752

LinkedIn.com/ashley-m-lloyd

Miami/Fort Lauderdale Area

SKILLS:

Professional

- Brand Development & Rebranding
- Marketing Department Operations
- Advertising & Campaign Planning
- Event/Conference Sponsorship
- Project Management
- Graphic Design (Logos, Websites)
- Social Media Content Creation
- Copywriting
- Budget Management
- Creative Direction
- Pitch Deck Development

Technical

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premier Pro)
- Google Analytics & SEO
- WordPress/Elementor
- Mailchimp & Constant Contact
- Microsoft Office Suite (Word, PowerPoint, Excel)
- Vimeo, Zoom, Teams
- Asana, HubSpot, Salesforce
- LinkedIn, Instagram, Facebook
- OneDrive, SharePoint, Google Docs)

EDUCATION:

Southern New Hampshire University
Bachelor of Science, B.S. - Marketing
(2021)

Florida International University

Associate of Arts, A.A. - Business Admin
(2016)

FREELANCE WORK:

Samples provided upon request
with link to portfolio.

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Miami/Fort Lauderdale Area

Marketing Coordinator | Quintairos, Prieto, Wood & Boyer, P.A.

(January 2020 - April 2023)

Management, Design & Copywriting, and Initiatives

- Coordinated day-to-day marketing operations, managing requests from 400+ attorneys across 28+ practice areas.
- Scheduled and managed attorney headshots and welcome ads; worked with photographers, designers, and media outlets.
- Edited and updated website content daily; managed attorney bio creation from scratch (500+ bios) tailored to their specialties.
- Designed and rebranded collateral: business cards, email headers, PowerPoint decks, digital ads, notepads, internal guides, zoom backgrounds, and more.
- Maintained social media content calendar; increased firm-wide engagement and visibility by over 200% via SEO-focused campaigns.
- Managed and executed attorney event promotions, from ad creation to invite distribution (via Eventbrite and Mailchimp).
- Created firm-branded promotional merchandise and welcome kits.
- Produced visual and written content for national campaigns, attorney spotlights, and DEI initiatives.

Account Executive | Hair Visions International

(January 2019 - January 2020)

Sales, Advertising, and Product Placement

- Effectively handling sales and client service calls both inbound and outbound.
- Assist in client walk-ins for product orders.
- Analyzed and processed invoices, credit memos and CRM information with clients.
- Attend sales meetings, conferences and academy classes as necessary to get updates on product knowledge.
- Ensure the company's monthly and quarterly targets were achieved.

SOCIAL MEDIA & MARKETING ANALYST | Royal Caribbean International

(October 2015 - November 2018)

Social Media & Customer Representative

- Provided resolutions to pre and post-cruise escalated concerns via email, phone and multiple social media platforms (Facebook, Twitter and Instagram).
- Created and displayed weekly marketing ads on all social media platforms.
- Monitored website traffic from consumers and present data collected to strategy team.
- Assisted shipboard staff with researching and determining appropriate resolutions to current escalated issue for guests onboard.
- Maintained travel agent relations with the Sales Team by providing solutions to mutual clients concerns.
- Support Guest Claims in settling injury-related claims with live customer care.
- De-escalated sensitive issues on inbound and outbound calls.

SHIFT SUPERVISOR | STARBUCKS CO.

(July 2013 - October 2015)

Team Management and Product Quality Assurance

- Oversaw all financials for daily balances, and managed all inventory of all merchandise.
- Reported revenue-generating analytics and monitored day-to-day health & sanitary requirements.
- Created weekly schedules & ensured proper staffing throughout the work week and month.
- Ensured the quality of handcrafted beverages and food.