

Ashley Nicole Teplin
1169 Eggleston St. Napa, CA 94559
310-210-3067 - ashleynicoleteplin@gmail.com
Social Networks: @AshleyTeplin

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- 2009 - Present** **a.n.t. – media (www.ant-media.com)** **- Napa, California**
Marketing, Branding & Media Consultant
- Branding- conceptualizing, building and refining brands and brand awareness
 - Social Networking- creating and initializing a social networking campaign including Facebook, Twitter, Flickr, Linked-in, YouTube, Vertical Response, Google...
 - Media- Taking photos and using video networks to create stories, buzz for events and posting on social media outlets. Initiate creative and website work with selected designer to update and/or create a successful web concept
 - Ambassadorial/Marketing Strategist- networking and working with local groups to build brand awareness and create or enhance a circle of influence
 - Current clients include:
 - Melissa Welles Public Relations* - Bardessono, Bottega/Michael Chiarello, Gott's Roadside, Scaggs Vineyard, Sunset Magazine Cookbook, Swanson Vineyards and Tastingroom.com
 - Kendall Jackson Artisan Brands* - Primarily focusing on Arceno/Arcanum, Cardinale, La Jota, Lokoya and VeriteArceno/Arcanum
 - Napa Valley Vine Trail* - started and maintains their social networks/volunteer marketing role
- 2006 - 2009** **Studio-707 (www.studio-707.com)** **- Napa, California**
Promotions and Public Relations Associate to Pamela Hunter
- Informed local and national media through creating stories, promotional event creation and coordination and distribution of client products to the appropriate media outlets.
 - Updated company website daily using html interface, posted and conceptualize all blog entries and sent out email blasts for Studio-707 and clients using web based email blast companies.
 - Worked with clients directly to maintain and post on social media networks: *Partial List of Clients:* Bocanova, Krupp Brothers/Stagecoach Vineyard, Bardessono, Meteor Vineyard, Paul Martin's American Bistro, Quixote, Quintessa, Seven Stones, Stonescape, etc.
<http://www.studio-707.com/currentinterests/>
 - Studio-707's in house photographer – updated Flickr account: <http://www.flickr.com/photos/studio-707>
 - Maintained office organization, FilemakerPro database and technical support on Mac's.
- 2006 - Present** **Varied Culinary Experience** **- Napa, California**
Oxbow School – Private Chef Events - Classes
- Ongoing workshops on the basics of food preparation and classic techniques, 'Comfort in the Kitchen'.
 - Prepared healthy, local, sustainable cuisine for the staff, students, and visiting artists at the Oxbow School for 9 months.
 - Worked with Martini House chef, Todd Humphries on off site culinary events.
 - Personal Chef offsite Di Rosa Art Preserve, Stave Wine Lounge, Napa Nest and various private dinners.
- 2005 - 2006** **Gourmet Society / Le Papillote** **- Hyde Park, New York**
Culinary Institute of America
- Held the office for 2 years as the Publicity Chair for the Gourmet Club, the oldest club held on campus at the Culinary Institute to America.
 - Responsible for content for editorial 2 years as a contributor to the Culinary Institute of America school newspaper, Le Papillote

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- 2002 - 2004** **Winston Davis & Associates (www.winstondavis.com)** - Los Angeles, California
Junior Producer/ Post Production Coordinator/ Account Exec. / Assistant to three partners
- Responsible for booking audio mix, film online, voice-overs, and sessions for finishing trailer/reels etc.
 - Produced trailers, TV Spots, Reels for Columbia, C.T.F.D.I, C.T.H.E., Fox, Miramax, Lionsgate, H.B.O.

VOLUNTEER ACTIVITIES

2009	Napa Valley Vine Trail Coalition- Napa, Ca.	Public Relations Committee
2009	Tools for Peace- San Francisco, Ca.	Public Relations Chair
2009	Taste of a Nation, Share our Strength- Napa, Ca.	Public Relations Committee
2009	Wine Women and Shoes- Napa, Ca.	Culinary Chair
2007 & 2008	Di Rosa Art Preserve Annual Auction- Napa, Ca.	Culinary Chair

EDUCATION

2004 –2006 **The Culinary Institute of America, Hyde Park NY**
Associate Occupational Studies in Culinary Arts

1997 - 2001 **University of California, Los Angeles CA**
Bachelor of Arts in Fine Arts

AWARDS

Appointed Group Leader 2004 – 2006, The Culinary Institute of America
Management Award, The Culinary Institute of America

TECHNICAL SKILLS

- Proficient in all Microsoft Office Applications; Experience in Final Cut Pro and Adobe Illustrator
- Certified by Video Symphony in Avid Editing System and Adobe PhotoShop
- Html website capabilities in Dreamweaver
- Blogging software knowledge and ability in Movable Type
- Understanding of Email Blast software programs, vertical response and constant contact
- Proven efficiency in Social Marketing, Internet Browsing and comprehensive research abilities
- Extensive exposure to D.V. and camera; Film and Digital 35-millimeter SLR, Mini DV cameras, and professional lighting apparatus