

**Ashley Nicole Teplin**  
1169 Eggleston St. Napa, CA 94559  
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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