

Ashleigh Casstevens

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PROFESSIONAL EXPERIENCE

Member Support Representative

Service Autopilot | Sept. 2020 to March 2021

- Resolving member inquiries via incoming calls and chat.
- Troubleshoot any data or software issues related to the SAAS system features to determine if a data or procedural issue exists.
- Assist members with any issues regarding account status, billing, and subscription levels.

Content & Media Management Internship

Do 512 | Jan. 2020 to July 2020

- Focused on content management across Do512 online channels.
- Assisted with interacting with 100K+ followers across all of Do512's social media platforms.
- Gathered, logged, and researched data from social media campaigns and online content.
- Uploaded media content to the Do512 website reaching 300K+ users daily.
- Actively worked with the marketing team on promotional email campaigns in MailChimp.

Social Media Specialist

Stonewall Warehouse | Jan. 2017 to Jan. 2020

- Coordinated with the entertainment director to provide social media marketing research and strategies to reach their target audience.
- Interacted with 3,000+ followers on the brand's Instagram with engaging posts and stories designed in Canva and Photoshop.
- Promoted events, and increased engagement on all social media platforms by 40%.
- Assisted with developing an ideal company brand to represent the LGBTQIA+ community in San Marcos, Texas.

ADDITIONAL EXPERIENCE

Producer & Promoter in Radio

KTSW 89.9 | Aug. 2017 to Dec. 2018

- Interacted with students on campus to promote events hosted by KTSW 89.9.
- Created and edited radio commercials on Adobe Premiere Pro.
- Programmed music on a radio mixer board that was streamed live on KTSW 89.9.

Owner & Social Media Manager

White Noise Promotions | Nov. 2014 to May 2016

- Participated in an entrepreneurial journey in promoting live music.
- Led a large group of 25+ promotion staff members to boost online ticket sales to events.
- Created social media campaigns to promote live events to a large following on all main social channels.
- Designed live music event showcases for the Dallas, Texas community.

EDUCATION

Texas State University

December 2020 | San Marcos, Texas

Bachelors Of Science in Public Relations: Multi-Media Production Minor in Business Administration

COURSEWORK HIGHLIGHTS

Certified in Advanced Social Media Management
Building digital marketing campaigns
Experienced with Google Analytics and SEO
Consulting for media agencies' digital brands
Graphic Design with Photoshop, Indesign, and Canva
Coding training in HTML and CSS
Advanced grammar lessons
Developing writing products for Public Relations: Press Releases, Fact Sheets, and Brand Voice Charts
Innovative media content creation

SUMMARY OF QUALIFICATIONS

- Creative mind with the ability to adapt to changing demands
- Adobe: Creative Suite, Digital Publishing Suite, and Dreamweaver
- Certified in the digital marketing management tools; Hootsuite and Google Analytics
- Avid researcher when tracking a target market's habits on social media platforms
- Strategic planner with a futuristic way of thinking to best benefit an organization
- Demonstrated strengths in leadership, teamwork, and attention to detail
- Microsoft: Word, Excel, Powerpoint, Outlook, and Publisher
- Persistent interpersonal and intrapersonal communication skills
- Strong initiative when developing digital marketing ideas and concepts for media
- Keen sense for becoming a brand voice within an organization's social channels
- Familiarity with business communication platforms (Slack, Zendesk, Asana, Google Apps)