

# ASHLEY SWIFT

## Communications and Content

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### Career Objective

Data-driven communications professional with 10 years of experience working in community development, corporate/internal communications, and diversity, equity, and inclusion spaces. Inherently analytical with a passion for creative solutions. Skilled in strategic planning, targeted communications, audience engagement, branding, messaging, digital content, writing, and storytelling. Independently motivated with a passion for collaboration and celebrating diverse thought.

### Additional Skills

- Project Management
- Digital Marketing
- Social Media Management & Engagement
- Adobe Creative Suite
- Utilize media monitoring, CRM, and CMS platforms
- Innovative

### Work Experience

#### United States Equestrian Federation, Director (2017 - Present)

- Lead multimedia communications strategy for 36 affiliates, partners, and programs grounded in data analysis and custom promotional plans
- Crisis communications, original content, press releases, social media, and more.
- Create and implement cross-functional Diversity, Equity, and Inclusion Action Plan for internal and external stakeholders
- Responsible for strategy, content, and execution of all DEI Action Plan initiatives (e.g. education, design, social, PR, email, stakeholder communications, web UX/UI)
- Serve on 10 industry-related focus groups, panels, and task forces
- Raised \$90,000 to date for grant-making resource for grassroots organizations
- Utilize CRM and CMS platforms
- Published author and photographer

#### Community Foundation for Greater Buffalo, Manager (2015 - 2017)

- Creation and implementation of inaugural Greater Buffalo Racial Equity Roundtable Dividend Report
- Facilitated narrative change via digital platforms and media relations
- Build relationships with leaders across professional sectors

#### Boys Town, Direct Service Provider (2012 - 2013)

- Provide direct services to children with severe behavioral disorders
- Medication management, First Aid, and Safety Crisis Management

### Education

**Master of Research, Psychology**  
University of St. Andrews (Fife, Scotland)

**Bachelor of Art, Psychology**  
Creighton University (Omaha, Nebraska)