

# Ashley G. Hassan

Sports Marketing Specialist

## Contact

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## Skills

Interpersonal Communication  
Communications management  
Copywriting expertise  
Key decision making  
SEO and analytics  
Campaign development

## Education

**May 2018-May 2022**

**Bachelor of Science: Public Relations & Advertising**

*University of Central Florida-Orlando, FL*

- Minor in Events Management
- Member of the Florida Public Relations Society
- Member of The Florida Advertising Association
- Director of Partnerships for Alpha Xi Delta Sorority (2020-2021)

## Certifications

Certificate in Food, Nutrition, and Health  
University of Central Florida- 2021

NASM Certified Personal Trainer

Multi-talented Marketing Specialist enthusiastic about applying diverse skills to all areas of marketing. Flexible team player knowledgeable about both traditional and digital marketing strategies.

## Work History

2022-09 -  
Current

### Marketing Director

*Rogers Towers, PA, Jacksonville, FL*

- Spearheaded market research to identify branding opportunities, cement strategies and sustain loyal customer base.
- Increase social media engagement by 66% in my first 6 months by implementing best practices and revamping company's social media presence.
- Maintained robust networks with 100+ contacts for potential company partnerships.
- Headed 4+ monthly meetings across 3 departments ensuring continuity in brand messaging.

2022-06 -  
Current

### Sports Marketing Specialist

*Rare Talent Sports & Entertainment, Jacksonville, FL*

- Supervised all agency activities to promote proper planning, coordination and organization.
- Orchestrate 2 annual events bringing in 100+ individuals for potential marketing while boosting positive name recognition.
- Planned and implemented marketing and advertising strategies for improving brand image of 4 athletes.
- Liaised between internal creative teams and agencies for branding ideas, graphic designs and promotional materials.
- Drove website design and wrote engaging copy for 30+ pieces.
- Design and oversee production of promotional items for players.

2020-01 - 2022-  
07

### Communications and Social Media Manager

*SoSheSlays, San Francisco, CA*

- Increased social media traffic by 44% by creating dynamic graphics and pieces.
- Created 32 new blog posts, 4 eBooks, and 200+ graphics making up 30% of company's online content.
- Created 50+ internal and external newsletters for an audience of 1000+
- Customized brand message to reach and capture target audience interest and drive engagement.
- Manage and oversee all of business's social media channels in regard to content, promotion, consumer engagement, customer service, and performance management.

2021-05 - 2022-  
05

### Brand Experience Intern

*UCF Athletics, Orlando, Florida*

- Plan and execute in-game promotions, sponsorship executions, giveaway distributions, VIP interactions and other game-day duties for 13 UCF Women's Basketball games.
- Managed creative development and execution of 20 marketing campaigns, including email blasts yielding 40% open rates.
- Work directly with senior leadership team and external team to enhance athletics departments brand management
- Lead on -field coordination, consolidation, and ensured smooth implementation of program and operations for 4 UCF Football games
- Crafted 2 team presentations per week, establishing marketing tactics and goals while improving comradery.

2020-12 - 2022-  
05

### Public Relations and Events Specialist

*Strike Magazine, Orlando, FL*

- Developed integrated event strategies and conducted on-site events management and follow-up for 5 internal events.
- Planned and executed making promotional items to be handed out on campus to 500+ students.
- Anticipated event requirements and handled numerous concerns in advance for smooth day-of execution.
- Collaborated with media to encourage company and product coverage and promote brand mission and values.
- Collaborated with a team, of 6 to craft on campus and social campaigns increasing magazine sales by 6% compared to 2021.

