

ASHLEY RUCKER

- 5 years of experience in Social Media account management.
- 4.5 years of experience in Marketing.
- 5 years of managing team projects and agendas
- Proficiency in the use of Microsoft Office (Excel - pivot tables).
- Has experience running a paid/organic social media campaigns.
- Proficiency in SharePoint and Jira.
- Proficiency in use of social platforms and their Ads Managers (Facebook, Twitter, YouTube, Instagram, Tumblr, Snapchat, Pinterest).
- Proficiency in the use of engagement tools and digital analytics programs (HootSuite, Percolate, Facebook Insights, Twitter reporting).

Project Management Skills

- Collaborated with external marketing firm to establish content loading schedule.
- Created and managed project schedules and content calendars.
- Managed daily briefings for website redesign.
- Managed team projects from implementation to delivery.
- Acted as liaison between manager and teams.
- Project scheduling and management via Jira

Technical Summary

CSS; Adobe Suite, Illustrator, Photoshop, iMovie, Final Cut Pro
 Drupal, Joomla, Google Analytics, SEO, Buffer
 MailChimp, Jira, SharePoint, Canva, Hootsuite,
 Copy Writing- Blogs, Content Management
 News, Editorial, WordPress, Power Point, Excel
 Social Media Planning, Management, Marketing Analysis

Professional Experience

Creative Circle (January 2019 to Present)

Content Manager for CP Kelco

- Upload and edit content to redesign site via WordPress.
- Managed content on SharePoint.
- Organized and formatted Excel sheets.

Hands You Demand (June 2018 to Jan 2019)

Social Media Marketing/ Content Manager

- Manage Yelp Reviews.
- Assist in outbound or inbound marketing activities by demonstrating expertise in various content development and optimization and advertising.

- Collaborate with marketing and other professionals to coordinate brand awareness and marketing efforts.
- Assist in analyzing marketing data.
- Create promotional content on social media.
- Present campaigns via MailChimp.
- Develop ideas for creative marketing campaigns.

Dunwoody Methodist (May 2018 to June 2018)

Digital Content Coordinator

- Redesigned church website.
- Established calendar for redesign content.
- Worked with external marketing team to create framework for content layout.
- Managed social media presence, content on church website.
- Edited sermon videos for Dunwoody YouTube Channel.

Georgia Public Broadcasting (December 2015 to November 2017)

Digital Content Manager/Marketing Specialist

- Curated the GPB website by updating post, blogging promotional content for new shows and apps.
- Lead small team from implementation to delivery for Digital Textbook Project.
- Oversaw changes to the Digital Textbook Project.
- Lead and managed multiple teams using Jira software for project management.
- Updated logos, added descriptions and migrated content to new platform.
- Developed and lead ideas for marketing campaigns.
- Re-designed the GPB website.
- Managed the back-end content and updates and migration.
- Assisted in marketing activities by demonstrating expertise in various content development and optimization and advertising.
- Reformatted the new Chemistry Matters sheets using Adobe Photoshop and InDesign.
- Assisted in creating the GPB Now App for Android and iTunes.
- Assisted in analyzing marketing data.
- Edited photographs, transcribed interviews for the Virtual Field Trip series.
- Updated football schedule and scores for GPB Sports.
- Managed customer relations through E-mail.
- Used Google Analytics to monitor member participation and traffic.

Georgia Public Broadcasting (September 2013 to December 2015)

Social Media Specialist/Marketing Coordinator

- Conducted interviews to produce online content.
- Update and managed digital marketing pages.
- Used all social media platforms to promote blogs, shows and content from the GPB website.
- Planned weekly post using the latest social media marketing tools (Buffer, Hootsuite, and Tweet Deck).
- Offered analytical insights to develop and plan creative marketing campaigns.

- Collaborated with team members to optimize marketing automation through email, content, events, and social channels.
- Managed execution of marketing plans to reach target audience.
- Created original content through blogs using Drupal.
- Volunteered at the Downtown Abbey Gala Event.
- Implemented SEO optimization tools to create more traffic.
- Reached out to the local community in Atlanta for screenings and promotional events.
- Performed market research, analysis, and testing using a variety of tools to gain insights and shape marketing strategy.
- Created monthly marketing reports showing metrics regarding KPIs.

Education

Bachelor of Arts in Communication, Journalism and Related Programs
The University of Alabama (2008 to 2012)