

(256) 415-1922

<https://www.linkedin.com/in/ashley-rucker-761666a1/>

Ashley.rucker@gmail.com

Ashley L. Rucker

SUMMARY

Digital content Manager with five years of experience in digital marketing and content writing. Proven ability to manage multiple projects and collaborate with team members.

SKILLS

Social Media Planning, Hootsuite, MailChimp, Buffer, WordPress, SEO, Microsoft Excel, Google Analytics, SEO Yoast, CSS, Sharepoint, Adobe Suite- Illustrator, InDesign, Photoshop, Content writing- Blogs, News, Social Media Content, Jira, Drupal, Joomla

PROFESSIONAL EXPERIENCE

Contractor, Atlanta, GA - Content Migrator for Arthritis Foundation

April 2019 - PRESENT

- Migrated content to new platform. (Kentico)
- Backed original content from client.
- Reviewed and edited content for website launch.

Contractor, Atlanta, GA — Content Manager for CP Kelco

January 2019 - PRESENT

- Upload and edit content to redesign site via WordPress.
- Managed Content on Sharepoint.
- Organized and formatted projects using Excel.

Hands You Demand, Tucker, GA — Social Media Marketing

June 2018 - January 2019

- Managed Yelp Reviews and customer inquiries.
- Assisted in inbound marketing strategy from content development and optimization.
- Coordinated brand awareness.
- Created promotional content on social media.
- Lead email campaigns on MailChimp.

Dunwoody Methodist, Atlanta, GA — Digital Content Coordinator

May 2018 - June 2018

- Redesigned church website.
- Established content calendar for social media.
- Collaborated with external marketing team to create framework for Redesign.
- Curated social media presence, content on church website.
- Edited video for church YouTube Channel.

Georgia Public Broadcasting, Atlanta, GA

Digital Content Manager: December 2015 - November 2017

- Curated GPB website by updating posts, blogging promotional content for television shows and apps.
- Oversaw changes to Digital Textbook Project.
- Lead and Managed teams using Jira Software for project management.
- Developed ideas for marketing campaigns.
- Redesigned GPB Website by writing, editing and migrating content.
- Reformatted Chemistry Matters worksheets via Photoshop and InDesign.
- Analyzed marketing data for GPB Now App for Android and iTunes.
- Transcribed shows and interviews for Virtual Field Trip Project
- Managed customer relations on social media.
- Monitored user traffic via Google Analytics.

Social Media Specialist/Marketing: September 2015 - December 2015

- Updated digital marketing pages.
- Conducted interviews for online content.
- Planned weekly social media post using marketing tools (Buffer, Hootsuite, Tweet Deck)
- Volunteered at Downton Abbey Gala event.
- Oversaw execution of marketing plans for target audience.
- Performed market research to gain insights.
- Implemented SEO optimization tools to create more traffic.

EDUCATION

The University of Alabama, Tuscaloosa, AL

Journalism and Communication Studies

August 2008 - April 2012