
Ashley Rucker

Digital Content Manager & Social Media Specialist

📍 Tucker, Georgia

📞 (256) 415-1922

✉️ Ashley.rucker@gmail.com

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

📄 <https://ashleyrucker.journoportfolio.com/>

PROFESSIONAL SUMMARY

Digital Content Manager with over 5 years of successful experience in content development and strategy. Recognized for performance and contributions to success in the marketing industry. Strengths in digital marketing and social media backed by training in Journalism and Communication Studies.

- Writing
- CSS
- Market Research
- CMS Web Design
- Content Strategy
- Analytics Interpretation
- Lead generation
- Problem-Solving
- Communication Skills
- Leadership

PROFESSIONAL EXPERIENCE

Randstad (remote)

Web Design/ Content Manager (Contract)

June 2021- September 2021

- Designed web pages for company redesign.
- Worked with marketing team to implement brand consistent design.
- Migrated content to Happeo (Google) CMS platform.
- Collaborated with multiple teams to meet design standards.

NewsBreak (remote)

November 2020 - Present

Content Writer

Arthritis Foundation, Atlanta, GA

April 2019 – March 2020

Digital Content Manager (Contract)

- Ensured that all documents meet the established content standards.
- Worked individually as well as with the marketing team.
- Wrote, edited and proofread new content.
- Pitched content strategies and managed QA asset acquisition.

CP Kelco, Atlanta, GA

Jan 2019 – April 2019

Digital Content Manager (Contract)

- Uploaded and edited content to redesign via WordPress
- Managed Content SharePoint.
- Organized and formatted projects using Excel.
- Proofread, edited, and evaluated final copy to verify content aligned with established guidelines.

Hands You Demand, Tucker, GA

June 2018 – Jan 2019

Social Media Specialist

- Aligned social media updates with website updates to ensure content is up-to-date and consistent across both types of communication platforms.
- Generated interest for new and upcoming product and service releases by managing social media accounts.
- Ensured consistency in content and tone to optimize social media accounts.
- Managed email marketing campaigns.

Dunwoody United Methodist Church, Atlanta, GA

Jan 2018 - June 2018

Digital Content Coordinator (Contract)

- Redesigned church website.
- Established content calendar for social media.
- Managed Facebook, Instagram, and LinkedIn accounts.
- 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

Sep 2015- Nov 2017

Digital Content Manager

- 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 using Drupal.
- Analyzed marketing data for GPB Now App for Android and iTunes.
- Managed customer relations on social media.

Social Media Specialist

Sep 2015 – Dec 2015

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

TECHNICAL SKILLS: Drupal, Hootsuite, Buffer, Google Analytics, Microsoft Excel, SharePoint, Facebook, WordPress, CSS, SEMrush, YouTube, Adobe: Photoshop, Illustrator, Premiere

EDUCATION

The University of Alabama - *B.A. Journalism & Communications Studies*

August 2008 - April 2012