

# Ashley Cooper

Marketing Professional | Market Research Nerd | Arts Advocate

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## EXPERIENCE

### **Atkinson Resort & Country Club, Atkinson NH — Marketing Manager**

FEBRUARY 2024 - PRESENT

Developed and executed comprehensive marketing strategies across multiple channels, including social media, email, print, and digital advertising. Proven track record of boosting brand awareness and driving growth through targeted campaigns using market research, analysis, and reporting. Strong knowledge of Google Analytics and digital marketing platforms. Worked with cross-functional teams to plan and execute promotional campaigns, product photography, and collateral. Proficient in Adobe Creative Suite and Microsoft Office Suite. Strong understanding of public relations, with excellent communication and problem-solving skills.

### **3S Artspace, Portsmouth NH — Marketing Coordinator**

JANUARY 2023 - FEBRUARY 2024

Boosted brand awareness with target customer demographics with social, print, and email campaigns. Researched and reported on relevant marketing activities, market trends, and initiatives of regional and national arts organizations. Collaborated with Retail Manager to plan, coordinate, and execute promotional campaigns, product photography, and collateral for Shop at 3S. Assisted in sourcing, development, and maintenance of promotional and cross-promotional relationships with corporations, organizations, community groups, and individuals. Organized sponsorship, grant, and community partner visibility activities.

### **Freelance, Chicago, IL — Social Media Manager**

JUNE 2021 - JANUARY 2023

Developed and executed effective social media strategies to enhance brand visibility, drive engagement, and achieve marketing goals. Proven ability to work collaboratively with internal teams, providing support for various initiatives, partnership requests, and content needs in a cohesive manner.

## SKILLS

SEO and Site Analytics

Client Management and Communication

Adobe Creative Suite, Microsoft Office, HubSpot, WordPress, Canva

Marketing Campaign Tracking Copywriting, Writing Press Releases

Paid Advertising, Google Analytics, Google Ads, Meta Business Suite

Public Engagement, Large Group Presentations

## AWARDS & CERTIFICATIONS

**10 to Watch 2023 Award Recipient** - Catapult Seacoast in partnership with Seacoast Media Group

**HubSpot Certified** - Content Marketing, Email Marketing, Inbound Marketing.

## VOLUNTEER WORK

### **TEDx Portsmouth, Speaker Promotion Director**

June 2023 - Present

Create strategic plans to promote speakers and their expertise to a targeted audience.

## **WeFillGood, Kittery, ME — *Social Media Manager***

MAY 2020 - AUGUST 2021

Revitalized the social media accounts to align with the target audience and store's visual identity, resulting in a 1900% increase in follower growth.

Wrote and designed compelling captions, stories, and posts that educate, inspire, and encourage sustainable living practices.

Monitor trends in sustainability, zero-waste living, and eco-friendly products to inform content creation.

Build and maintain relationships with media outlets, journalists, and industry influencers to secure coverage for speakers and their speaking engagements.

## **EDUCATION**

**Columbia College Chicago, Chicago, IL — *Creative Writing Non-fiction and Musical Theater Bachelor of Arts***