



# Ashley Gagnon

DIGITAL MEDIA  
INNOVATION

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Boerne TX 78006

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## PROFILE

I am a DMI major at Texas State University. DMI is a way to produce media strategies, creating content for social media, analytic reports and more.

## SKILLS

Leadership / Accountability



Motivating team members



Creativity



Detail Oriented / Goal Setting

## WORK EXPERIENCE

### KO Cheer Athletics

Boerne Texas

June 2017 - Current

#### Social Media Manager

- Created website and maintained all social platforms
- Produced newsletters and flyers to promote business
- Advised prospective clients at school functions, cheer clinics, daycares
- *Key accomplishments:* Recruited 20 - 40 new athletes per year. Gym started with 20 athletes and currently has 600

#### Coach / Head Coach

- Initially started as cheerleader in after school program at the age of eight
- Promoted to Head Coach
- Engaged in goal setting, innovation, and self assessment
- Assisted with parent / athlete meetings and customer service
- *Key accomplishments:* Chosen to attend Leadership Conference, won eight national titles and three second place awards

## EXPERIENCE

- Adobe (Photoshop, Premiere Pro, InDesign, Illustrator)
- Canva
- HTML Coding
- DSLR Camera

## EDUCATION HISTORY

Degree Bachelor of Science  
Digital Media Innovation

August 2020 - May  
2024

Texas State University

- Minor in Business Management

### HIGH SCHOOL

Samuel V. Champion High School

August 2015 - May  
2020

- Health Science
- Medical Terminology
- Heath Occupations Students Of America

# ASHLEY GAGNON

## VOLUNTEER WORK

### **Kronkosky Senior Rainbow Center**

Boerne Texas

June 2016 - May  
2020

- Set up for parties and events

### **Hill Country Daily Bread**

Boerne Texas

June 2016 - May  
2020

- Served the less fortunate with food, toys, clothes, toiletries and house supplies

### **Family and Community Service**

Boerne Texas

June 2016 - May  
2020

- Attended various charities to offer assistance twice per month

## EXTRA CURRICULAR ACTIVITES

### **KO Cheer Athletics**

June 2012 - May  
2020

- Represented KO Cheer as a competitive cheerleader

### **Boerne Buddies at Champion High School**

August 2019 - May  
2020

- Provided companionship to special needs children

### **Boerne Outdoor Academy**

May 2020

- Served as camp Counselor for 5th grade elementary students

## ACHIEVEMENTS & CERTIFICATIONS

### **KO Cheer Athletics**

2018 & 2020

- 2x Cheerleader of the Year Award

### **Certifications**

- CPR Certified
- First Aid

## REFERENCES

Kelly Owen

KO Cheer Athletics Owner  
Boerne Texas

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