MIA ASHBY

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MARKETING & VISUAL COMMUNICATIONS SPECIALIST

Digital media and communications professional with a journalism background and hands-on experience in content strategy, brand messaging, SEO, and social media management. Proven ability to create audience-focused content across digital, print, and social platforms while maintaining brand voice and engagement goals.

CORE COMPETENCIES

Brand Messaging • Graphic Design • Multimedia Production • Photography • Videography • Video Editing
Email & Web Content & Design • Social Media Management (Instagram, TikTok, Facebook, X, YouTube, Twitch, Pinterest)
Content Strategy & Calendars • Marketing Copywriting • AP Style Editing • SEO Optimization • Digital Storytelling
Research & Analytics

Tools: WordPress, Canva, Adobe Creative Suite, Microsoft Office, YouTube Studio, Hootsuite, Constant Contact, iMovie, CapCut, Procreate, Medium, WriterSolo, OBS, Slack, Discord, Gimp, Shopify, Wix, Etsy, Dropbox

PROFESSIONAL EXPERIENCE

Social Media Specialist (Remote) - **Landscape Solutions — Crossville, TN** | *June 2025–Present*

- Plan, research, and produce marketing content for blogs, web pages, landing pages, email campaigns, and print materials
- Produce, film, edit and manage advertising spots for social media channels
- Develop brand-aligned messaging tailored to target audiences and campaign goals
- Manage content calendars to ensure consistent, on-time publishing
- Create, schedule, and monitor social media content to increase engagement and visibility
- TikTok Key Metrics as of Aug 2026
    - Post Views 948.5K
    - Likes 36.6K
    - Shares 44K
    - Comments 1.1K
    - Profile Views 13.7K
    - New Followers 1,361

Social Media Contributor (Remote Independent Contractor) – **Steady Creative LLC —**

Long Beach, CA | *April 2026 –Present*

- Pitch social media ideas for entertainment clients of Steady Creative, LLC
- Collaborate with other contributors, designers and marketing team members to refine pitch ideas
- Produce, edit and film UGC for clients of Steady Creative

Founder – Zaso Film Co.
Crossville, TN | April 2026–Present

- Founded and developed an independent film and entertainment brand focused on film, filmmaking, gaming, and pop culture, building an engaged community of film enthusiasts.
- Built and manage an X (formerly Twitter) following of 10,000+, creating original film commentary, discussions, and entertainment content to drive audience engagement and brand growth.
- Writing, producing, and directing an independent film, managing the creative development and production process from concept through completion.
- Create, film, and edit short- and long-form video content for YouTube and social media, including film discussions, commentary, and gaming streams.
- Develop brand identity, graphics, promotional materials, and merchandise while managing an Etsy storefront and supporting e-commerce initiatives.
- Manage content strategy and audience engagement across digital platforms, fostering an active online community around film and the entertainment industry.

Reporter / Writer / Photographer (Capstone Project) -**Southeast Ohio Magazine — Athens, OH** | *Aug 2024–Dec 2024*

- Produced multimedia editorial content including articles, photography, and video
- Conducted interviews, research, fact-checking, and copyediting
- Supported website redesign and SEO updates using WordPress
- Published featured article: *“What’s Your Story?”*

Opinion & Entertainment Columnist - **The Post, Ohio University — Athens, OH** | *Feb 2023–Aug 2024*

- Wrote recurring opinion and entertainment columns for print and digital publication
- Collaborated with editors to refine story angles and meet publication standards
- Published work in print editions and 2024 digital “Welcome Back Edition”

Station Intern / Content Writer - **WWCD 92.9 FM — Columbus, OH** | *Feb 2023–Aug 2024*

- Wrote blog and opinion content focused on music and entertainment
- Assisted with promotions, live events, and on-air operations
- Created social media content to support audience growth and engagement

EDUCATION & Affiliations

Bachelor of Science in Journalism (News & Information) - Ohio University — Athens, OH | *2024*
Minor: Film Studies

Society of Professional Journalists – 2022 - present