

Ashley M. Fike

CONTENT WRITER / EDITOR / PROOFREADER

PROFILE

Name

Ashley M Fike

Location

St. Augustine FL

Phone

503 888 5636

Email

ashleyfikewrites@gmail.com

EDUCATION

B.A. Marketing

PSU // Portland OR

B.A. Advertising

PSU // Portland OR

PROFESSIONAL

2017 - Current

SBL Media

Writer / Editor / Proofreader
Los Angeles CA

2007 - Current

Freelance

Writer / Editor / Proofreader
Global Clients

2012 - 2016

CenturyLink

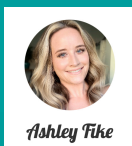
HRIS Analyst
Portland OR

2010 - 2012

Cyclone Bicycle Supply

Marketing Manager
Portland OR

PORTFOLIO



Ashley Fike

ashleyfike.journoportfolio.com

EXPERTISE

15+ years experience in creating original high-impact digital content across multiple platforms. **Creative thinker** with a focus on writing and building thoughtful web content in a fast-paced environment with a thorough knowledge of the SEO landscape. **Extensive experience** working with C-suite executives and cross-functional teams, leading successful content ideation and refinement. Proofreading **clients include government, commercial, private sector, and nonprofit entities**. Well versed in multiple writing/citation styles with a portfolio encompassing over 5,000 articles with content for 30+ unique websites.

- Content Creation & Strategy
- Collaborative AI Integration
- B2B & B2C Experience
- Brand Visibility Enhancement
- Audience Engagement
- Nonprofit Partnership
- SEO Optimization
- Time Management
- Targeted Content Marketing
- Blogging/Article Writing
- Email Campaign Design
- Research/Fact Checking

PROFESSIONAL TOOLBOX

<i>Native English</i>	<i>MS Office</i>	<i>Canva</i>
<i>OpenAI/ChatGPT</i>	<i>WordPress</i>	<i>ActiveCampaign</i>
<i>HubSpot</i>	<i>Trello/Asana</i>	<i>Shopify</i>
<i>Grammarly</i>	<i>Semrush</i>	<i>Meta Business Suite</i>
<i>Google Workspace</i>	<i>Keyword Planner</i>	<i>Buzzsumo</i>
<i>AP/Chicago/MLA</i>	<i>MailChimp</i>	<i>Yoast SEO</i>

PERFORMANCE HISTORY

Website readership milestone of over 20+ million reached by producing creative, original content that resonated deeply with a broad spectrum of people.

Over 5,000 articles produced and published, reinforcing a defined presence in the digital content sphere while working directly with C-Suite in all phases.

Original content creation spanning multiple genres, including lifestyle, health/wellness, travel, food/nutrition, brand awareness, general business, animals/pets, women's topics, entertainment/celebrity, etc.

Generated over \$100k in sales by reaching a specific target audience through email campaigns.

PREVIOUS PROJECTS & CLIENTELE

- NASA
- U.S. Fish & Wildlife
- SquareTrade
- Allstate Insurance
- TacSource
- Summit for Democracy
- Smokefree Oregon
- Smithsonian
- RBX Active
- Knockaround Sunglasses
- FitOn App
- Wonolo