

ASHLEY ROSE ATKINSON

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SKILLS

Social Media Coordination & Production
Public Relations
Copywriting & Editing
Art Direction & Graphic Design
Video Production & Editing
Photography Production & Editing
Event Planning & Coordination
Blog Content Creation

PROFICIENCY

Adobe After Effects	●●●●○
Adobe Illustrator	●●●●○
Adobe InDesign	●●●●●
Adobe Lightroom	●●●●○
Adobe Photoshop	●●●●○
Adobe Premiere Pro	●●●●○
Constant Contact	●●●●○
Facebook Ad Manager	●●●●●
HootSuite	●●●●●
Microsoft Office Suite	●●●●●

ACHIEVEMENTS

The One Club Young Ones Client Pitch Competition Winner | 2015
TrevorSpace - Re-imagined

Student Gold Addy | 2015
Simplehuman "Trash Is Treasure"
American Advertising Awards
Tuscaloosa, Alabama

Student Judge's Choice Award | 2015
Simplehuman "Trash Is Treasure"
American Advertising Awards
Tuscaloosa, Alabama

Student Gold Addy | 2016
Kong Rubber Dog Toys "Tricks and Treats" Shoe Store Display
American Advertising Awards
Tuscaloosa, Alabama

Student Best of Show | 2016
Kong Rubber Dog Toys "Tricks and Treats" Shoe Store Display
American Advertising Awards
Tuscaloosa, Alabama

District Student Silver Addy | 2016
Kong Rubber Dog Toys "Tricks and Treats" Shoe Store Display
American Advertising Awards
District 7 (Alabama, Georgia, Louisiana, Mississippi and Tennessee)

The One Club Young Ones Student Exhibition
Audible | 2014
Simplehuman | 2015

EXPERIENCE

MARKETING AND SOCIAL MEDIA COORDINATOR

White-Wilson Medical Center | Fort Walton Beach, FL | JAN 2018 - PRESENT

- Assisted in the development and execution of marketing and public relations campaigns and strategy for a multi-county, multi-specialty medical group through research, content creation and participation in community events
- Contributed to the development of patient-educational content by researching and creating content including social media posts, infographics, blog content and videos to be included in the White-Wilson Good Health Blog, the seasonal Doctor's Orders patient newsletter and on the official organization Facebook, Twitter and Instagram pages
- Served as creative point person in the development of marketing materials including print advertisements, social media posts, email blasts and miscellaneous graphic needs to provide a consistent, recognizable brand identity across platforms
- Aided in the management of organizational reputation by daily monitoring of multiple online communities and review sites, providing prompt response and facilitating offline communication when necessary
- Assumed leadership role in the management of multiple online social communities which span platforms including Facebook, Twitter, Instagram, LinkedIn and YouTube, facilitating an average growth of 25% through creative content development and the strategic creation of and adherence to daily posting schedule informed through researched trends and analytics
- Assisted in the planning and execution of community non-profit events and fundraisers by providing creative services, aiding in the solicitation of sponsors and auction items, coordinating registration/check-in/check-out and providing event day support, culminating in organizational record-setting events that raised more than \$115,000 annually

EDITORIAL GRAPHIC ARTIST

Panama City Living Magazine | Panama City, FL | JAN 2016 - DEC 2016

- Contributed with fellow Designers to the production of a growing, award-winning city magazine by assisting with an overall redesign of editorial content as well as special section pages to produce a more sophisticated design
- Collaborated with Account Executives in communicating to advertising clients regarding artwork, deadlines, and other information to ensure the completion of magazine-related projects
- Assisted Editor-in-Chief in maintaining existing content and adding new editorial pieces and visuals to the magazine website using WordPress
- Coordinated with Photographers to produce appropriate visuals for editorial content
- Worked extensively in Dropbox to develop, organize and secure a filing system for the maintenance of magazine assets including client-produced advertisements, editorial drafts, proofed and final versions, raw and edited photo files, and an archive of previous magazine issues
- Aided editorial staff in social media content production and strategy by means of scheduling and coordinating posts on HootSuite resulting in increased engagement
- Supported Editor-in-Chief with various administrative duties including filing, answering phones and coordinating meetings with other staffers and clients to ensure office productivity

COPYWRITING INTERN

Crispin Porter + Bogusky | Miami, FL | OCT 2015 - DEC 2015

- Brainstormed with copywriters and art directors of all levels on creative executions for national and international advertising campaigns to pitch to clients
- Assisted company by reviewing and proof-reading documents of various importance, such as internal documents and client proofs, to promote agency efficiency
- Gained corporate experience with quick turnaround times and creating innovative and appropriate ideas for clients and superiors under deadline

EDUCATION

BACHELORS OF ARTS IN COMMUNICATION AND INFORMATION SCIENCE
The University of Alabama | MAY 2015
MAJOR: Advertising MINOR: English

MASTER OF SCIENCE IN COMMUNICATIONS
Syracuse University | MARCH 2018
SPECIALIZATION: Public Relations