



# ASHLEY NAWN

## SOCIAL MEDIA / MARKETING

 ashleynawn@gmail.com

 (978) 677-8935

 New York, NY

 [www.ashleynawn.com](http://www.ashleynawn.com)

## SKILLS

- Executing Social Media Strategy
- Social Media Management
- Social Media Copywriting
- Community Engagement
- Video Editing
- Photoshop
- Premiere
- Illustrator
- After Effects
- InDesign
- Hootsuite
- Slack
- Buffer
- WordPress
- Curalate
- Facebook Insights
- Facebook
- Instagram
- Twitter
- Pinterest
- Google Suite (Sheets, Calendar, Docs)
- Microsoft Office Suite (Excel, Word etc.)
- Pivot Tables
- Spreadsheets

## EDUCATION

### THE NEW SCHOOL

Course - Get Creative: Digital Marketing Strategy, Spring 2018

THE NEW SCHOOL, New York, NY  
Master's Degree in Media Studies, 2014

CURRY COLLEGE, Milton, MA  
Bachelor's Degree in Communications, 2011

## PROFILE SUMMARY

Previous social media experience creating and scheduling content onto social platforms for a media company. Strong writing skills with the ability to use a flexible voice that would connect across followers. A highly detail-oriented and organized individual, capable of juggling multiple projects and meeting tight deadlines. With my chameleon-like skill set and self-starter attitude, I invite you to consider my qualifications and all I could offer your team.

## EXPERIENCE

**Content Editor / Social Media Assistant Volunteer**, Remote  
**The Daily Source**, May 2018 – Present

- Manage The Daily Source's Facebook page, schedule social media posts during the week and on weekends by using articles from their website.
- Respond to messages and followers leaving comments if necessary.
- Search for high quality editorial articles and videos.
- Add articles to The Daily Source's CMS, label content, provide descriptions, and headlines.

**Social Media Intern**, New York, NY  
**Mashable**, Sep 2014 – Dec 2014

- Assisted the social media team by turning editorial articles into shareable social content across their Pinterest, Tumblr, and Twitter pages.
- Responsibilities included writing social copy for Tumblr and Twitter, creating photosets and GIFS, monitoring trending topics, scheduling and publishing over 20 posts a day for multiple social accounts.
- Content created helped drive traffic back to the website and gain hundreds to thousands of new social Followers, Likes, and Shares.
- Designed illustrations and other visually appealing imagery to be posted onto Mashable's Pinterest page.
- Assisted the Social Media Assistant in tracking and gathering insights about Mashable's social channels performance; entered follower count, engagement, impressions, referrals, and reach data into Google Sheets.
- Participated in meetings with the Social Media Assistant and Social Media Manager: brainstormed ideas, identified successful content, and discussed social media strategy.
- Designed the artwork for the Mashable article, '[8 Essential Tips to Survive a Break Without Deleting Facebook](#)'.

**Teaching Assistant**, New York, NY  
**The New School**, Jan – May 2014

- Provided assistance in the classroom when conducting curriculum based group lessons.
- Demonstrated Photoshop and Illustrator lessons, kept track of student attendance and submitted assignments, assisted students having difficulty.
- Supported students as they identified their passions and drive their own continued learning beyond the curriculum.
- Prepared a lesson plan to lead a class session with a topic of my choosing.

**Communications Intern**, Brooklyn, NY

**POV | American Documentary (television series on PBS)**, Sept- Dec 2013

- Provided administrative support to the Communications team (updated the EVP's contacts list, created shipping labels, printed files).
- Monitored press mentions and articles involving POV films. Organizing press clips for the communications team to create reports.
- Maintained existing press lists and created new media lists using Cision and Excel spreadsheets.
- Updated itineraries to list upcoming press interviews involving POV filmmakers and talent.