

ASHLEY GONZALEZ

MARKETING SPECIALIST

WORK EXPERIENCE

Marketing Coordinator / YCharts

APRIL 2022 – PRESENT

- Drive all Social Media Marketing initiatives by generating original content across platforms as well as conceptualizing new ideas for social engagement and ROI strategies.
- Increased account following by 5k in the first 90 days of employment by implementing a consistent posting cadence and launching platform-specific campaigns.
- Lead tracking and reporting of marketing promotions week-over-week to determine success and/or failure to better understand client behavior.
- Support Marketing Manager with branding strategies including Influencer Marketing, virtual and live events, award recognition efforts, and account-based marketing.

Marketing Specialist / Louis J. Aguirre & Associates, P.A.

FEBRUARY 2021 – MAY 2022 (MIAMI, FL)

- Lead design and marketing initiatives by ideating marketing campaigns and proposals through traditional and digital means, while optimizing all social media postings and improving information architecture on company website - increasing traffic and engagement by 33% in the first month of launching.
- Implemented the UX & UI strategy while customizing the brand message through high-impact copy based on overall marketing objectives.
- Maintained marketing tools, including content calendars and a database of client lists and team metrics.

PR & Digital Intern / rbb Communications

JANUARY 2020 – MARCH 2020

- Facilitated strategic marketing initiatives and media plans, including press releases, media lists, press clips, and data analysis for 6 clients, while assisting the managerial team in the collection and reporting of crisis communication during the COVID-19 outbreak.
- Created biweekly editorial content calendars, tracked engagement across 5 social accounts, and participated in copywriting and content creation.

PROJECTS

Solo UX Researcher & Designer / NutriBark

OCTOBER 2021 – JANUARY 2022

Designed an app for a fresh dog food delivery service intended to make high-quality food easily attainable, with educational material on ingredients. Served as the sole UX Researcher and Designer and conducted all the necessary phases of user research to satisfy the end user goal.

Additional projects in progress

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EDUCATION

Florida International University

Bachelor of Public Relations,
Advertising & Applied
Communications

Minor in General Marketing

3.9 GPA

SKILLS

Interaction Design

Visual Design

Wireframing

Prototyping

User Research

Journey Mapping

Affinity Diagramming

Usability Testing

Branding

TOOLS

Figma

Adobe XD

Sketch

Illustrator

InDesign

Photoshop

Miro