

ASHLEY PARKS

SOCIAL CONTENT STRATEGIST

PERSONAL SUMMARY

I believe in the power of storytelling. I specialize in content development and social media strategy, with brand experience both big and small. I pride myself on learning everything I can about my business and industry, providing a new perspective on my work. Efficient and organized, I'm always up for a challenge. Lists are my love language.

MAJOR SKILLS

Content Development
Social Media Strategy
Influencer Marketing
Community Engagement
Crisis Management
Copywriting
Paid Social Media
Email Marketing
Analysis & Measurement

CERTIFICATIONS

Hubspot Inbound Marketing
Facebook Certified Digital Marketing Associate

CONTACT

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CAREER SUMMARY

Content Strategist

Clients: Holiday Inn Club Vacations, Ubisoft, Visit Orlando

- Led social media strategy and content development
- Doubled social media engagement year-over-year
- Increased followers by 62% year-over-year
- Expanded paid audience targeting, increasing boosted impressions by 50%
- Built content strategies for effective marketing campaigns

Social Media Manager

Clients: AT&T, Buffalo Wild Wings, DIRECTV, Monsanto

- Responsible for cross-country team of social media managers
- Led execution for product launch, responding to 779 users resulting in 11.77% engagement rate
- Spearheaded social media strategy for sponsored events
- Hosted the first red carpet event for the Country Music Awards, launching live-streaming social platform with a 56% retention rate
- Worked in-tandem with agency and client partners to ensure seamless execution across platforms
- Re-launched social platforms for music channel, increasing following by 50K in under a year
- Orchestrated employee advocacy program for internal agency and external clients

EDUCATION

University of Missouri

Bachelors of Journalism, Strategic Communication