



Ashley Wilson

Date of birth: 22/12/2001 | **Place of birth:** Chicago, United States | **Nationality:** American | **Gender:** Female | **Phone:** (+31) 0621970391 (Mobile) | **Email address:** wilsoash2020@gmail.com | **Address:** Van Vollenhovenlaan 493, 3527JL, Utrecht, Netherlands (Home)

• ABOUT ME

Marketing and multimedia professional with academic backgrounds in Marketing and Digital Multimedia Design, complemented by graduate-level coursework in Corporate Communication. Education focused on marketing strategy, social media marketing, branding, digital content creation, graphic design, video production, web design, and visual communication. Recently relocated to the Netherlands and seeking opportunities to apply a combination of creative, technical, and communication knowledge in a dynamic international environment. A former collegiate soccer player, bringing a strong foundation in teamwork, discipline, and adaptability.

• EDUCATION & TRAINING

01/08/2024 - 20/12/2024 - CALIFORNIA, UNITED STATES

MASTER'S-LEVEL COURSEWORK IN CORPORATE COMMUNICATION (9 CREDITS COMPLETED)- CALIFORNIA UNIVERSITY OF PENNSYLVANIA

Completed graduate coursework in corporate communication, focusing on organizational communication, strategic messaging, and professional communication practices. Degree program not completed.

Level in EQF: 7

01/09/2020 - 31/03/2024 - LIMA, UNITED STATES

BACHELOR OF SCIENCE IN MARKETING- UNIVERSITY OF NORTHWESTERN OHIO

Coursework focused on marketing strategy, consumer behavior, market research, advertising, social media marketing, sales management, and business communication. Studies included the development of marketing plans, brand management, digital marketing and social media campaigns, data analysis, and the application of marketing principles to real-world business environments. The program emphasized strategic decision-making, customer engagement, and effective communication across traditional and digital channels.

Level in EQF: 6

01/09/2020 - 01/06/2023 - LIMA, UNITED STATES

ASSOCIATE OF APPLIED BUSINESS IN DIGITAL MULTIMEDIA DESIGN- UNIVERSITY OF NORTHWESTERN OHIO

Coursework focused on digital media design, visual communication, web design, video production, motion graphics, and 3D animation. Studies included the use of Adobe Photoshop, Illustrator, Premiere Pro, After Effects, and Dreamweaver for graphic design, digital imaging, video editing, animation, and website development. The program also covered 3D modeling and animation using Blender, along with the principles of multimedia content creation for digital platforms.

Level in EQF: 6

• WORK EXPERIENCE

20/07/2026 - CURRENT - UTRECHT, NETHERLANDS

COMMUNITY ENGAGEMENT AND MARKETING ASSOCIATE (VOLUNTEER) ANT. ELEMENT

- Support the planning and promotion of a crowdfunding campaign to raise awareness and funding for artisan communities and social initiatives in Peru.
- Create engaging marketing content, including social media posts, campaign updates, and digital storytelling materials.
- Collaborate with an international remote team to develop marketing strategies and expand campaign reach through digital channels.
- Research and identify potential donor communities, partnerships, and online outreach opportunities to increase campaign visibility.
- Monitor campaign performance and engagement metrics to help optimize marketing efforts and audience engagement.
- Contribute to nonprofit marketing initiatives that promote sustainable community development and support local artisans.

01/10/2025 - 28/02/2026 - NOBLESVILLE, UNITED STATES

SOCIAL MEDIA CONTENT CREATOR WOODTURNINGZ

- Developed and executed organic and paid social content across Instagram, Facebook and X.
- Created and managed paid ad campaigns through the Meta Business Suite.
- Shot, edited, and delivered a 2-minute Kickstarter campaign video, contributing to the campaign being supported within 20 days.
- Updated and optimized website product information in admin of site.
- Designed and deployed email marketing campaigns using Stripo to support promotions.
- Captured and edited high-quality product photography and video for marketing, social, and website use.

01/10/2025 - 28/02/2026 - NOBLESVILLE, UNITED STATES

DIGITAL DESIGNER ELEV8 SUPPLIES

- Led product photography for all SKUs, ensuring consistent lighting and brand alignment across platforms.
- Redesigned and refreshed the company's Shopify website, integrating new product imagery and a new theme.
- Designed product packaging, package inserts, tablecloths, and retail display signage for trade shows and in-store environments.
- Collaborated with owners to maintain brand consistency across digital, print, and physical retail assets.
- Supported visual merchandising and sales initiatives through clean, conversion focused design solutions.
- Redesigned company logo to help include slogan and become more eye appealing.

01/01/2022 - CURRENT - UNITED STATES

FREELANCE GRAPHIC DESIGNER VARIOUS EMPLOYERS

- Designed full branding systems including logos, social media assets, print, and motion graphics.
- Delivered custom design solutions for small businesses and personal clients.
- Managed multiple client projects simultaneously, meeting deadlines and maintaining high client satisfaction.
- Designed large scale banners and billboards for medical companies in the United States.

• SKILLS

Microsoft Office | Social Media | social media management | plan social media marketing campaigns | create a crowdfunding campaign | Product photography | Videography: Video Editing | E-commerce Design | E-Commerce: Email Marketing, Newsletter Marketing (Mailchimp), Facebook Ads, Shopify | Digital design | Print Design | adobe creative suite | Meta Business Suite | execute email marketing | Content optimization | Social Media Management (Facebook, Instagram, Creator Studio, Canva) | Basic HTML and CSS | Team-work oriented | Creativity | Organizational and planning skills | Critical thinking | Decision-making | Good listener and communicator | English | Motivated | Reliability | Flexibility

• LANGUAGE SKILLS

Mother tongue(s): **ENGLISH**

- **PROJECTS**

Digital Portfolio

Link <https://wilsonashley.myportfolio.com/home>

- **HOBBIES AND INTERESTS**

Collegiate Soccer Player (5 years) Balanced academic studies with competitive athletics, developing teamwork, leadership, and time-management skills.