

MRS. ASHLEY ADSIDE

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SUMMARY

Sales and marketing professional with over 7 years of experience driving performance through strategic leadership, hands-on training, and relationship-based selling. At MetroPCS, I led front-line sales teams, managed daily retail operations, and built strong customer relationships that boosted revenue and brand engagement. My leadership continued at GEICO, where I trained and developed associates, created impactful learning materials, and improved employee retention. Through Ambitious Graphics, I combined my sales skills with digital marketing, helping small businesses grow through branding, content strategy, and client management. I bring a well-rounded perspective, blending operations, people development, and creative marketing to fuel growth and exceed goals.

EXPERIENCE

Credit Acceptance, Title Specialist

Jan 2025 – Present

- + Review & verify vehicle titles & documentation
- + Ensure compliance with legal & regulatory standards
- + Communicate with dealerships, customers, & state agencies to resolve
- + Supported account management by maintaining strong communication with dealership partners, ensuring accurate and timely processing of title documents, and addressing dealer inquiries to strengthen business relationships

Ambitious Graphics, Digital Marketing Specialist

Dec 2023 – Jan 2025

- + Managed client relationships from lead generation through project delivery, supporting small businesses with marketing strategies & visual branding, resulting in an increase in client retention.
- + Designed pitch decks, proposals, & digital assets that helped close new business opportunities, contributing to growth in revenue.
- + Tracked campaign results & provided consultative insights to optimize performance, improving campaign ROI
- + Designed and customized websites using Adobe Dreamweaver, Showit, Shopify, and Webflow, delivering responsive, visually appealing, and user-friendly digital experiences tailored to client needs

GEICO, Trainer

Oct 2017 - Dec 2023

- + Trained new hire associates to take inbound calls for the Salvage dept
- + Developed & delivered training that improved new hire retention & onboarding success across departments
- + Created written training materials for manuals, knowledge base, & LMS, using persuasive & instructional copywriting techniques to support new hire development
- + Blended copywriting & instructional design to develop engaging training manuals, knowledge portal content, & LMS modules that aligned with GEICO's learning goals & brand voice.
- + Supervised 12-18 associates
- + Led small teams, coached associates, & implemented learning tools that enhanced employee performance & customer experience.
- + Strengthened internal buy-in & support for process improvements & change initiatives.
- + Create video/imagery resources to assist associates with learning
- + Create engaging/interactive activities

MetroPCS, Assistant Store Manager

Nov 2010 - Oct 2017

- + Managed relationships with authorized retail partners, delivering tailored support to improve sales performance and customer satisfaction.

- + Led store-level initiatives including marketing campaigns, promotional rollouts, and retail training to drive customer acquisition and brand growth.
- + Collaborated with internal teams and vendors to resolve operational issues, ensure product availability, and maintain compliance with company policies.
- + Conducted performance analysis and reporting to support strategic decision-making and revenue forecasting.
- + Assisted in negotiating local promotional terms and managing documentation to align with corporate sales targets and incentive structures.
- + Developed and mentored sales staff to enhance product knowledge and upselling strategies, contributing to store profitability and operational excellence.

VOLUNTEER EXPERIENCE

*Victory Deliverance, **Marketing & Media Coordinator***

Feb 2024 – Present

- + Develop & execute digital marketing strategies to increase community engagement & church attendance, resulting in measurable growth in online interaction & in-person participation.
- + Design branded visual content including flyers, social media graphics, & event promos using Adobe Creative Suite.
- + Manage & grow the church's social media presence across multiple platforms, creating content calendars & optimizing posts for engagement & reach.
- + Spearhead the development of the church website, improving digital visibility & providing an online hub for events, giving, & sermons.
- + Initiated the church's first email marketing campaign to increase event awareness & member engagement, including developing subscriber lists, designing email templates, & planning content strategy for consistent outreach.
- + Collaborate with church leadership to brainstorm & implement outreach campaigns & digital initiatives.
- + Lead without a formal title, serving as the go-to strategist for digital outreach, brand consistency, & modern communication practices.
- + Led branding and digital marketing campaigns with a strong focus on SEO, content optimization, and performance tracking
- + Designed and customized websites using Adobe Dreamweaver, Showit, Shopify, and Webflow, delivering responsive, visually appealing, and user-friendly digital experiences tailored to client needs

*Power of Life Ministries, **Sound & Media Director***

Nov 2020 - Aug 2023

- + Produced live streams & managed audio/video setup
- + Created content strategies & maintained posting schedules
- + Monitored analytics to improve reach & engagement
- + Collaborate with church leadership to brainstorm & implement outreach campaigns & digital initiatives.
- + Led branding and digital marketing campaigns with a strong focus on SEO, content optimization, and performance tracking
- + Utilized marketing tools including Google Analytics, Meta Business Suite, and WordPress to execute and monitor campaigns
- + Designed polished marketing graphics and visual content independently using Canva and Adobe Creative Suite (Photoshop, Illustrator, etc.)

*More Sure Word Church, **Media Team***

Mar 2017 - Dec 2019

- + Created branded marketing materials for events & outreach
- + Photographer/Videographer: Produced engaging video content for sermons, highlights, & ministry promotions. Also, Captured & edited high-quality photography

EDUCATION

Keller Graduate School of Mgmt • DeVry University

MBA, Marketing Concentration

Expected December 2024

Southern New Hampshire University

Bachelor of Arts • Graphic Design

August 2019 – May 2020

LICENSES & CERTIFICATIONS

Email Marketing

Digital Marketing Foundations

Digital Advertising

SKILLS

Copywriting • Graphic Design • Content Creation • Storytelling • Digital Marketing • Adobe Creative Suite • Client Relationship Management • Strategic Partnerships • Prospecting and Lead Generation • B2B Sales Strategy