



MRS. ASHLEY ADSIDE

BUSINESS DEVELOPMENT & MARKETING

CONTACT

213 Grove Court
Centerville, GA 31028
478-273-9656
Ashley.adside@yahoo.com
[Ashley's Website](#)

SKILLS

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

CERTIFICATIONS

Email Marketing
Digital Marketing Foundations
Digital Advertising

SUMMARY

I am a multi-skilled professional with over seven years of experience in sales, marketing, digital media, and business operations. My background includes leadership, relationship management, content creation, and strategy execution, equipping me to connect brands with their audience and drive measurable results.

At MetroPCS, I managed daily business operations, led sales initiatives, and developed customer service strategies that improved team performance and store profitability. I also played a key role in local marketing efforts that increased foot traffic and brand visibility.

At GEICO, I supported leadership and training functions, developed internal copywriting and communication content, and contributed to employee development through effective knowledge sharing.

At Ambitious Graphics, I led end-to-end digital marketing efforts including social media management, branded design, email marketing, and client communication.

At Credit Acceptance, I gained a strong understanding of dealer relationships and the automotive finance process, regularly interacting with dealership partners to support their needs and ensure alignment with company programs.

I am certified in email marketing by HubSpot and skilled in Adobe Creative Suite. I bring a well-rounded mix of creativity, business insight, and strategic thinking to every project. I'm seeking a role where I can use my experience across marketing, content, design, and business development to help teams grow and succeed.



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EXPERIENCE

TITLE SPECIALIST • CREDIT ACCEPTANCE **JANUARY 2025 – PRESENT**

- + Review & verify vehicle titles & documentation
- + Ensure compliance with legal & regulatory standards
- + Communicate with dealerships, customers, & state agencies to resolve

DIGITAL MARKETING SPECIALIST • AMBITIOUS GRAPHICS **OCTOBER 2017 – DECEMBER 2023**

- + Managed client relationships from lead generation through project delivery, supporting small businesses with marketing strategies & visual branding
- + Designed pitch decks, proposals, & digital assets that helped close new business opportunities
- + Tracked campaign results & provided consultative insights to optimize performance
- + Designed social media graphics, flyers, & visual branding using Adobe Creative Suite
- + Wrote copy for websites, emails, & marketing materials
- + Managed content calendars & track key performance metrics

TRAINER • GEICO **OCTOBER 2017 – DECEMBER 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 12-13 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



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**ASSISTANT STORE MANAGER • METRO PCS
NOVEMBER 2015 – OCTOBER 2017**

- + Led front-line sales and upselling strategies that consistently exceeded performance targets, contributing to increased revenue and market share in a competitive retail environment
- + Spearheaded localized marketing initiatives, including in-store promotions, community outreach, and event-based campaigns to drive foot traffic and elevate brand engagement
- + Managed day-to-day business operations, including staffing, scheduling, inventory, and workflow optimization to ensure smooth store performance and exceptional customer service
- + Oversaw team development by coaching staff, conducting performance evaluations, and implementing sales training programs that improved productivity
- + Played a key role in new business development by identifying local partnership opportunities, initiating brand collaborations, and supporting cross-promotional events that expanded customer reach.
- + Gathered and analyzed customer insights, translating feedback into actionable recommendations that influenced inventory planning, merchandising, and regional sales strategy

EDUCATION

**MBA • MARKETING CONCENTRATION • EXPECTED DECEMBER 2025
KELLER GRADUATE SCHOOL OF MGMT • DEVRY UNIVERSITY**

**BACHELOR OF ARTS • GRAPHIC DESIGN • RECEIVED MAY 2020
SOUTHERN NEW HAMPSHIRE UNIVERSITY**

VOLUNTEER EXPERIENCE OR LEADERSHIP

**MARKETING & MEDIA COORDINATOR • VICTORY DELIVERANCE
FEBRUARY 2024 – PRESENT**

- + Develop & execute digital marketing strategies to increase community engagement & church attendance, resulting in measurable growth in online interaction & in-person participation.



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- + 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, branding consistency, & modern communication practices.

SOUND & MEDIA DIRECTOR • POWER OF LIFE MINISTRIES NOVEMBER 2020 – AUGUST 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.

MEDIA TEAM • MORE SURE WORD CHURCH MARCH 2017 – DECEMBER 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



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