MRS. ASHLEY ADSIDE

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# SUMMARY

Hi, I’m Ashley Adside—a marketing strategist, storyteller, and communications specialist with over seven years of experience blending creative content, project management, and digital strategy to connect with diverse audiences. After an unexpected company-wide layoff from GEICO, I took time to complete my MBA and continued using my skills through freelance work with Ambitious Graphics and dedicated volunteer service in every church I’ve been part of. These roles allowed me to stay sharp—managing CRM-driven email campaigns, writing for print and digital, and overseeing full communication flows targeting youth, parents, and community leaders.

Now nearing graduation, I’m eager to re-enter the creative field full-time. I bring hands-on experience in copywriting, CRM communications, and multi-channel marketing—paired with a heart for community impact and education. Whether managing a print project from concept to delivery, or developing content that speaks directly to high school seniors and adult learners, I create with intention, communicate with clarity, and deliver with excellence.

# EXPERIENCE

*Credit Acceptance,* ***Title Specialist***

*Jan 2025 – Present*

+ Strengthened relationships with auto dealerships across regions, enhancing B2B communication and operational efficiency

+ Supported account managers with timely title processing, accurate reporting, and clear communication on regulatory requirements

+ Contributed to an improved client experience and streamlined backend operations

*GEICO,* ***Trainer***

*Oct 2017 - Dec 2023*

+ Created internal content, training manuals, and onboarding communications

+ Wrote and formatted digital documents to guide employee engagement and skill-building

+ Led small teams in executing internal campaigns to support learning and adoption of new processes

+ Produced training videos, job aids, and learning resources aligned with organizational messaging

+ Supervised 15-18 associates

*MetroPCS,* ***Assistant Store Manager***

*Nov 2014 - Oct 2017*

+ Managed store operations and built strong relationships with authorized retail partners to drive territory sales growth and elevate customer satisfaction

+ Oversaw daily store functions, including handling payments, balancing registers, inventory management, hiring, scheduling, and training to ensure seamless operations

+ Led the sales team to consistently exceed monthly and quarterly quotas, driving revenue growth and achieving top rankings within the market

+ Executed local marketing initiatives, in-store campaigns, and promotional rollouts that boosted customer acquisition and strengthened brand visibility

+ Analyzed sales trends and performance data to inform strategic decisions, support accurate revenue forecasting, and align with broader business objectives

+ Led store-level initiatives including marketing campaigns, promotional rollouts, and retail training to drive customer acquisition and brand growth

# VOLUNTEER EXPERIENCE

*Victory Deliverance COP Inc,* ***National Assistant Media Director***

*Feb 2024 – Present*

+ Led full-funnel digital marketing campaigns, combining organic and paid strategies to increase event attendance and audience growth

+ Managed content calendars and scheduled social posts using Hootsuite, improving consistency and engagement

+ Oversaw analytics tracking and reporting using Google Analytics and Meta Insights to optimize campaign strategies

+ Designed email marketing campaigns with HubSpot, achieving above-average open and click-through rates

+ Collaborated with leadership using Asana to manage deadlines, brainstorm initiatives, and execute outreach efforts

*Ambitious Graphics,* ***Digital Marketing Specialist***

*Dec 2023 – Jan 2025*

+ Executed and optimized digital campaigns across paid social and search platforms including Google Ads, Meta Ads, and LinkedIn

+ Developed data-driven strategies and monitored campaign performance through Google Analytics and Meta Business Suite

+ Designed landing pages and optimized content for conversions using A/B testing

+ Used HubSpot to manage email marketing workflows, segmentation, and campaign tracking

+ Consulted with B2B clients on brand strategy, sales funnel development, and digital visibility

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

*Nov 2020 - Aug 2023*

+ Produced live streams and managed audio/video setup

+ Created content strategies and maintained posting schedules

+ Monitored analytics to improve reach and engagement

+ Collaborated with church leadership to brainstorm and implement outreach campaigns and 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.)

+ Developed and executed community-focused marketing strategies that drove measurable growth in both online engagement and in-person church attendance

+ Created content strategies that integrated offline event promotion with digital follow-ups, increasing participation and sustained engagement

+ Scheduled, monitored, and analyzed social media posts using Hootsuite, ensuring consistent brand voice and maximizing reach across multiple platforms

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

*Mar 2017 - Dec 2019*

+ Created branded marketing materials for events and outreach

+ Photographer/Videographer: Produced engaging video content for sermons, highlights, and ministry promotions. Captured and 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 AND 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 • Google Ads • Meta Ads Manager • HubSpot • Hootsuite • A/B Testing • Google Analytics • Email Marketing Strategy • Conversion Rate Optimization • Paid Media Campaigns • B2B Marketing • CRM: Salesforce (familiarity) • Collaboration Tools: Asana