

ASHLYNN CHAVEZ

Aspiring Creative Director



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SUMMARY

Ashlynn is a chronically online creative marketing professional with three years of experience and a passion for the entertainment industry. She leads imaginative campaigns and design initiatives, drawing on her passion for advertising to deliver engaging, short form content. As an enthusiastic creative, Ashlynn is team-oriented, organized, and effectively communicates innovative marketing ideas.

PROFESSIONAL EXPERIENCE

CSULB Student Affairs Communications Department **Aug 2025 - Present**

Social Media Marketing Intern - Long Beach, CA

- Produce 30+ marketing posts highlighting digital storytelling monthly using trend research, analytics tools, and performance data for @csulbstudent.
- Lead community management efforts by scheduling advertising campaigns, content creation, and event coverage via TikTok, Instagram, and YouTube.
- Develop and tailor content strategies to effectively engage a Gen Z target audience through creative visuals, tone, and platform trends.
- Deliver monthly social media analytics reports via Sprout Social on market research, audience growth, and engagement metrics to inform strategy.
- Collaborate with multimedia teams to spearhead content development for creative video production, ideation, scripting, and editing.

Old West Cinnamon Rolls **Mar 2023 - Jun 2025**

Lead Cashier - Pismo Beach, CA

- Provided 800-1,000 customers daily with superior guest service by ensuring food and drink orders are prepared with quality control and the ability to multitask in a fast-paced environment.
- Portrayed excellent communication skills with a sense of urgency and informed guests on menu items based on customers' needs and preferences.
- Cross trained in areas of operation, assisted in opening and closing procedures requiring up to 50 lbs of lifting and handling confidential information.

Agency 241 **Aug 2024 - Dec 2024**

Creative Director of Graphic Design - Long Beach, CA

- Developed a strong brand identity with Seaside Creamery, integrating typography, photo editing and design patterns for digital content.
 - Identified target audience and designed 40+ graphics to fit the client's needs across five platforms and print materials with technical expertise.
 - Managed the logistics of a 4-month creative advertising campaign for physical and digital marketing materials, increased account outreach by 202%.
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ADDITIONAL EXPERIENCE

American Marketing Association **Aug 2024 - Present**

Art Director & Event Committee

Manage multiple projects such as merchandise, logo design, and create content such as 20-30 motion graphics and digital flyers for marketing events monthly via Canva and Adobe Suite. Collaboratively planned and organized AMA special events with event committee. International Collegiate Conference Case Competition Team 2024-2025. Volunteer at community service events in LA County.

Girl Scouts of California's Central Coast **Mar 2012 - Present**

Lifetime Member - Gold Award Recipient 2024

Direct, plan, and participate as a volunteer in recreational and educational activities for Girl Scouts ages 5-14 with a high emphasis in community building and developing female leadership. Earned Bronze, Silver & Gold Awards. Utilized research skills, project management tools, budget preparation, scheduling, copywriting, video editing software, and safety policies & procedures. Conduct research for personal selling and sponsorship opportunities.

KEY COMPETENCIES

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|--------------------------|--------------------|------------------------|-------------------|
| • Microsoft Office Suite | • Storytelling | • Leadership | • Event Planning |
| • Google Workspace | • Illustration | • Communication | • Public Speaking |
| • Adobe Creative Suite | • Brand Design | • Creative Development | • Time Management |
| • Sprout Social | • Content Creation | • Organization | • Detail-Oriented |
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EDUCATION

California State University, Long Beach **Aug 2024-Dec 2028**

Bachelor of Arts, Pre-Illustration. Minor, Marketing

GPA: 4.0 - President's List 2024-2025

California State Summer School for the Arts **July 2022**

Visual Arts - Major, Digital Media. Minor, Photography