

Ashley C. Hurlburt
8453 W. 79th Ct
Arvada, CO 80005
720-633-7068
ladynirvana@hotmail.com

Education:

04/19: Denver University Full Stack Developer Program
12/11: Monroe Community College: A.A.S with Honors (English concentration)
06/03: O.S.T.M: Therapeutic Massage, Rochester N.Y
06/01: Newark Senior High School, Newark NY 14513

Licensing/certifications and recognitions:

05/18: Communicating Effectively in Difficult Situations- 16 hr CEU workshop Denver
07/13: Infant and Adult First Aid/CPR certification
11/11: Birth Doula Certification
06/11: Colorado Massage Therapist Registration (fingerprint background DORA)
05/10: Phi Theta Kappa Honors Society member induction
01/10: MCC Honors Institute Acceptance
12/09-12/2011: MCC Dean's List
04/08: Reiki Attunement and Training: levels I & II (Trained in Guatemala)
01/04: Hot Stone Therapy Certification
11/03-present: Member of Associated Bodywork & Massage Professionals
10/03: Massage Therapy Licensure
06/03: National Dean's List (for scholastic achievement)

Typing Speed: 90/wpm

Languages:

English (fluent)
Some Spanish

Volunteer and Non Profit:

- ♣ AmeriCorps volunteer
- ♣ Human Rights Campaign (HRC) member
- ♣ Volunteer infant massage instructor for low/no income teen mothers
- ♣ Previous volunteer birth coaching for low/no income mothers without birth support

Technical/Software Skills:

- ♣ Html
- ♣ CSS
- ♣ JavaScript
- ♣ jQuery
- ♣ Node.js
- ♣ React
- ♣ Mongo DB
- ♣ MS Word/office
- ♣ netFORUM 2011/2017-CRM
- ♣ Real Magnet- email marketing
- ♣ Quickbooks Intuit 2011/2012

- ^ MS Excel
- ^ MS Powerpoint
- ^ MS Publisher
- ^ Outlook
- ^ Newsletters, marketing materials
- ^ Website design
- ^ Social media
- ^ Scheduling software
- ^ Payments/billing/accounting/reconciling

Experience:

Associated Bodywork & Massage Professionals (ABMP) Genesee Park, CO

Position: School Relations Coordinator

Dates: December 2015-present

Responsibilities:

- **Executive Administration/Assistant-** Assisting Education Director, occasionally the CEO of ABMP, Educational Liaisons/Sales representatives, Executive Marketing Director with data gathering, project management, competitive analysis, sales goals, etc to build awareness of our Association and increase membership growth.
- **Account and Database Management-** Utilizing 120K+ customer database (netFORUM), daily data entry, licensure checks for massage therapists using DORA and CBI monitoring (as well as every other state). Managing 300+ accounts (Colleges, Universities and proprietary schools around the country), providing stellar, “above and beyond” customer service via email, phone, communicating with AP/AR from a multitude of colleges and massage schools around the country, invoicing/receipting/experience with purchase orders. Renewing liability insurance and BPP coverage for organizations, professionals and students. Providing daily email and phone support for instructors, school staff and students. Collecting documentation for School Members.
- **Intra-departmental Project Management-** Working seamlessly on a daily basis with various departments to accomplish projects; i.e IS/IT departments to develop software functions, Collaborating with our Publications, Editing, Marketing and Design teams regularly for a bi-monthly generated news update for Association members. Participating in a Strategic Planning team for biannual planning for the company. Working with shipping/logistics. Handling confidential educational and criminal information between massage therapy schools, students and our Risk Analysis liaison in our insurance department during the liability insurance underwriting process.
- **Accounting-** Batch reconciliation, issued refunds, issued discounts, totaled various accounts, tracking aging invoices with many vendors, applied payments to large orders.
- **Media/Publishing/Content Writing-** planning, designing/writing content, and implementing a highly successful bi-monthly, email update/newsletter. Creating/maintaining SOP (Standard Operating Procedure) manuals both for internal employees and public. Website updating as needed. Coordinating mailing campaigns for national instructor training workshops.
- **Data Analysis/Entry/Software use/Spreadsheet creation-** Daily processing of orders requiring accurate contact information for thousands of students around the country, cleaning CRM data, reformatting spreadsheets, using formulas and calculations to prepare documents, using MS Office 365 and Adobe, utilizing Outlook calendar, tasks and email, running/sorting/analyzing CRM queries as needed, Google docs/forms and more. Collecting and updating info on school

enrollment trends, school closures, and other pertinent educational info.

- **Sales-** Developing and implementing sales strategies and campaigns to increase both product sales (online test prep program), and driving up school, student and professional membership capacity. Collaborating with media, sales, education, membership and IT departments to bring sales strategies and campaigns to fruition. Light direct sales via inbound phone calls.
- **System Design and Implementation:** Developing systems of efficiency to enhance communications, tracking, member growth, and planning.

Kodo Kids

Broomfield, CO

Position: Receptionist, Office Administrator, Customer service, Logistics rep

Dates: June 2012- February 2014 + an additional 5 weeks in 2015 (requested fill-in)

Responsibilities: Full time receptionist for million dollar start-up, STEM toy manufacture and design company in Broomfield. Direct assistant to President and CEO.

Accounts Receivable- writing purchase orders for vendors for raw goods and materials, handling billing and payments (cash, receiving and writing checks, credit cards, etc.) to and from vendors and customers, utilizing Quickbooks Intuit for all customer orders, purchase orders for vendors, and billing and payments. Responsible for running requested financial reports,

Sole customer relations; including answering phone calls, customer and vendor email correspondence, relationship building with public and private school and University owners

Ordering: placing orders, receiving purchase orders from Universities and public/private schools and working with their A/R, A/P departments

Logistics: Correlating all shipping logistics (FedEx, UPS, USPS, domestic and international Freight logistics)

Marketing: Assisting in marketing research

Accounting software: Assisting in maintaining company inventory on Quickbooks.

Accounting: Responsible for large monthly company credit card reconciliation, keeping track of all expenditures via Excel spreadsheets, etc.

Project management/Conference/Exhibits: Collaborating with entire team to put together/design/ship exhibit pieces for museums nationwide, assisting CEO and partner with preparation for out-of-state educational conferences multiple times per year, working frequently with customer project deadlines which required excellent time management skills and multi-tasking.

General office skills: used daily; copying, scanning, creating/converting PDF documents, attaching files, organizing, filing, etc.

Welcome Om Therapeutic Massage

Denver, CO

Position: Owner/ Receptionist / Licensed Massage Therapist.

Dates: February 2012- present

Responsibilities: Owner of very part time therapeutic massage business mainly for prenatal/postpartum and pediatric clients. Answering phones, filing paperwork, receiving

payments, updating confidential files, scheduling appointments, using top notch customer service. Billing/Payments owed, Website design and marketing, newsletter design, social media networking and advertising.

***Elements*Massage**

Rochester, NY

Position: Owner, Licensed Massage Therapist, Receptionist, Marketing Guru

Dates: May 2007- June 2011 (moved to Colorado)

Responsibilities: Maintaining a family practice for massage therapy. Massaging clients from birth to adulthood. Using all modalities :Swedish massage, Deep Tissue, Hot Stone, Prenatal, Trigger Point, Pediatric, Infant massage, Reiki and Reikissage, aromatherapy, etc. Excellent customer service skills, website building, maintenance and marketing. Maintaining high client retention rate. Flier design, business card design, mass mailing postcard design utilizing MS Office programs.

*note- this was not the Elements franchise.

Encouraging Great Growth Program

Community outreach program, Wayne County, NY

Position: Infant Massage Instructor (unpaid volunteer)

Dates: 2003-2011 (program funding ended)

Responsibilities: Commuting throughout Wayne County, NY area to teaching low income, pregnant women and families with young children how to effectively massage their infants to enhance bonding experience for healthier outcomes. Educating on healthy touch. Using basic massage techniques and my knowledge of benefits for mother, father and baby, encouraging these families through hands on training.

AmeriCorps- State

(Domestic Peace Corps Program)

Lyons, NY

Position: Preschool Teacher Aid /Volunteer at Roosevelt Children's Center, Newark NY

Dates: 10/01-11/02 (one year term of service)

Responsibilities:

Working one on one and in a group setting with mainstream children and children with physical and mental disabilities.

Developing large and small group activities for four and five year olds to enhance physical learning (ie; gross motor skills, fine motor skills, speech etc) and mental/emotional learning skills

(ie. Reading, writing, sharing, etc).

Working closely with physical, occupational, speech and art therapists to help children attain their goals within the classroom.

Maintaining contact with parents to make sure these goals were understood at home as well.