

# ASHLEY BROWN

## CONTACT

---

**Phone**  
803 331 8449

**Email**  
Fay.ashbro@gmail.com

## EDUCATION

---

**FullStack Coding BootCamp**  
Georgia Institute of Technology

**Bachelor in Sociology, Minor in  
Cluster Life Sciences**  
Clemson University

## CORE COMPETENCIES

---

- Project management
- Recruitment
- Event planning
- Market research
- Data gathering, analysis
- Tech savvy
- Partnership development

## SKILLS AND CERTIFICATIONS

---

- General Assembly Data Science Certification
- Microsoft Office Suite
- HTML
- JavaScript
- Angular 2
- React
- Node.js
- Postman
- MongoDB
- Social Media Tools
- SPSS Statistics
- SQL
- Tableau
- Google Analytics

## EXPERIENCE

---

**Program Coordinator - Salvation Army Angel Tree- November 2017- current**  
**Salvation Army USA / Atlanta, GA**

- Coordinated, collaborated, and ensured the continuity of the Angel Tree seasonal event for all Atlanta Area Salvation Army
- Assisted the Angel Tree Coordinator with all aspects of planning, coordinating, and implementing Angel Tree program
- Cultivated relationships, trained, and monitored the work of 1200+ volunteers to ensure staff to meet program needs
- Manning inquiry phone lines and provide resolutions or rout calls to appropriate team members
- Responsible for event website updates using the WordPress platform

**Teams Coordinator**

**AID Atlanta- AIDS Walk Atlanta & 5K Run / Atlanta, GA / April 2019 - July 2019**

- Attended community outreach events to acquire volunteers and race participants
- Facilitated fundraising/recruiting 101 workshops
- Created and implemented new recruitment process to increase team retention, new teams acquired, and donations dollars
- Scheduled communications with participants, incentive contest and social media post
- Coordinate logistics for fundraising events

**Volunteer Coordinator**

**AID Atlanta- AIDS Walk Atlanta & 5K Run / Atlanta, GA / May 2018- November 2018**

- Responsible for logistical elements of events: food and beverages, sign in set-ups, etc.
- Recruited and organized 2000+ volunteers for the yearly AIDS Walk, from diverse backgrounds and age groups.
- Built and maintained key volunteer relationships
- Responsible for organizing, training and monitoring volunteers during weekly phone banking
- Promoted the volunteer program through fliers, newsletters, and social media
- Met with event Directors and auxiliary staff regularly to review event plans and provide status updates
- Advocated the use of community resources and solicited community participation in the walk
- Participated in community outreach events and weekend workshops, tabling to providing information about the event to acquire new volunteers and race participants
- Host and coordinate AID Atlanta Hands of Atlanta Day 2018

**Political Canvasser**

**Ethan Pham for Congress / Atlanta, GA / April 2018- May 2018**

- Exhibit professionalism when directly engaging with the public on cold calls and door to door interactions
- present informational materials promoting the candidate
- Engage with the public (Face-to-Face) in high foot traffic locations across the city
- Have conversations that educate and raise awareness of all the great work that the candidate has done and will do, and how important voting recurring and donation are to these efforts

**Senior Guest Advisor**

**Game Stop / Atlanta, GA / March 2017- November 2017**

- Promoted from guest advisor to Senior Guest Advisor and Key Holder in under a year.
- Generates warm atmosphere to build loyalty with guest through excellent customer service
- Create visual excitement and guest interest by keeping merchandise areas fully stocked
- Respond to guest concerns quickly, effectively and courteously. Assist store in meeting sales, profit and shrink goals

**Equipment Manager - Clemson Women Basketball**

**Clemson University / Atlanta, GA / 2013 - 2016**

- Maintained inventory of available equipment and sporting supplies
- Assist coaching staff in daily and weekly operations, solve players issues regarding equipment
- Execute and manage game day operation