

# Ashley Jessen

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## Skills

- Animal Advocacy
- Digital Marketing
- Social Media
- Account Management
- Non-Profit Fundraising
- Web Content Management
- Google Analytics
- Content Writing
- Customer Service

## Education

Colorado State University – Master of Social Work – May 2014  
University of Saint Thomas – Bachelor of Social Work – May 2009

## Relevant Experience

### **SharpNet Solutions – Digital Marketing Specialist**

August 2015 - Present

Create social media posts for approximately 80 clients weekly across multiple platforms. Compose, edit and optimize website content for a variety of industries. Create SEO strategy for SharpNet clients and implement website changes utilizing various CMS applications. Analyze website traffic with Google Analytics and communicate progress to clients. Design, develop and maintain various websites with WordPress content management system.

### **Fort Collins Cat Rescue Spay/Neuter Clinic- Volunteer**

July 2014-present

Member of a sponsorship committee to elicit donations for annual gala. Trained as an adoption counselor at mobile adoption events, communicate with the public about the organizations policies and mission, and introduce potential adopters to the cats available for adoption.

### **VCA Animal Hospital - Kennel Assistant**

May 2014-August 2015

Provided care for all boarding animals, including those with special needs, and consulted with staff veterinarians whenever necessary. Assisted technicians in caring for ill or injured animals and communicated with clients regarding animal health and behavior concerns. Supervised daycare for dogs and performed administrative duties to ensure a successful lodging experience for all clients.

### **The Insightfoal Program – Community Outreach & Fundraising Intern**

November 2013-May 2014

Created and implemented a new fundraising initiative including an online store and gift card sales to support an equine-assisted psychotherapy program. Established a sponsorship program for the rescue horses to communicate to donors the value of their investment. Researched grant opportunities and created content for social media. Created and distributed promotional materials.

### **Paragon Inc - Operations Manager**

June 2009 - Oct 2011

Managed operations for an e-commerce business and collaborated on overall marketing strategies. Managed accounts and customer service including customer inquiries, returns and exchanges. Created product copy and uploaded multimedia content online. Created new operating policies to increase customer satisfaction, increase productivity, improve performance, and helped institute a company-wide cost saving procedures including a 50% reduction in shipping cost.