

Ashley Mariah Darr

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EDUCATION

University of North Carolina at Chapel Hill

Bachelor of Arts in Communication – Media Studies and Production & Exercise and Sport Science [May 2020]

Full Stack Web Development Bootcamp [September 2022]

Overall GPA: 3.3 // Major GPA (COMM): 3.7

Honors: Dean's List 3 semesters, Senior Honors Thesis in Poetry, Sigma Alpha Lambda

EMPLOYMENT

Trademark Residential, Carrboro, NC

[June 2022– Present]

Leasing Consultant

- Manage a portfolio of leases for potential and existing clients
- Execute new lease agreements and coordinate move-in processes
- Respond to queries/leads and conduct property inspections regularly to ensure proper maintenance

Go Fish Digital, Raleigh, NC

[Nov 2021– March 2022]

Production Specialist

- Brainstormed, researched, and executed creative content campaigns to increase domain authority on clients' sites
- Built meaningful relationships with team members and collaborated with team members in ideation
- Assisted in earning coverage from Forbes

Insight Pest Solutions, Morrisville, NC

[Apr 2021 – Oct 2021]

Social Media/Marketing Specialist

- Formulated creative organic and paid digital campaigns across all social media and search engine platforms to increase brand awareness and drive traffic
- Maintained positive engagement and obtained customer feedback by actively communicating with leads/followers, responding to queries in a timely manner, and addressing complaints
- Lead and produced an educational video campaign detailing each service plan for distribution to prospects & customers

Cardinal Group Management, Chapel Hill, NC

[Jan 2021 – Apr 2021]

Senior Leasing Assistant

- Developed web-based media campaigns to cultivate leads and sales in lieu of in-person outreach due to the pandemic
- Collaborated with internal departments to establish campaign objectives, effectively promote company offerings, and complete outreach goals
- Monitored social media trends and metrics to ensure that all outgoing content is fresh and fits the current market

Cardinal Group Management, Chapel Hill, NC

[Jan 2018 – Sep 2020]

Leasing Intern

- Participated in Cardinal Way of Leasing, performed scheduled follow-ups with prospects, and professionally presented the community utilizing feature/benefit selling
- Managed leads, reviewed rental applications, and verified that all customer complaints were handled promptly and appropriately

PROFESSIONAL SKILLS

Content Creation & Strategy, Data Journalism, Training & Development, Hubspot Social Media Marketing Certified, Copywriting, Email Marketing, CRM, Sales Reporting & Analysis, Multi-Channel Communications Strategy, Creative Writing

TECHNICAL SKILLS

Microsoft Office Applications, Google Workspace, Google Trends, Google Analytics, Hubspot, Squarespace, WordPress, Mailchimp, Constant Contact, Facebook Business Suite, Adobe Creative Suite, HTML, CSS, JavaScript, Bootstrap, API Interaction, Node.js, Express.js, MySQL, Sequelize, MongoDB, React