

Ashley Mariah Darr

1515 E Franklin St. Chapel Hill, NC 27514 | 904.742.1865 | ashleydarr@alumni.unc.edu | ashleydarr.com

EDUCATION

University of North Carolina at Chapel Hill

Bachelor of Arts in Communication – (Media Studies and Production) & Exercise and Sport Science
Minor in Creative Writing

May 2020

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

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

Related Courses: Intro to Interpersonal and Organizational Comm, Intro Media Prod, Audio/Video/Film Prod & Writ, Med & Pop Culture, Visual Culture, Documentary Prod, Documentary Prod: First Person

EMPLOYMENT

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 provided training development 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 Ridge Apartments, Chapel Hill, NC

Jan 2021 – Apr 2021

Senior Leasing Assistant / Digital Marketing

- Developed web-based media campaigns to cultivate leads and sales in lieu of in-person outreach due to the pandemic
- Created engaging audio/visual content (product images, digital flyers, TikToks, etc.) while collaborating 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 Ridge Apartments, 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

EXPERIENCE

Pushed Up the Mountain // Documentary project by Julia Haslett // Chapel Hill, NC

Jan 2020 – Apr 2021

Production Intern

Carolina Ukulele Ensemble // Chapel Hill, NC

Aug 2018 – May 2020

President/Social Media Manager

UNC Easing Abroad Students' Entry Program (EASE) // Chapel Hill, NC

July 2017 – May 2018

Public Relations Chair and Mentor

PROFESSIONAL SKILLS

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

TECHNICAL SKILLS

Adobe Creative Suite, Microsoft Office Applications, Google Workspace, Google Trends, Google Analytics, Hubspot, Squarespace, WordPress, Mailchimp, Constant Contact, Facebook Business Suite, and Canva