

Ashton Falk

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Work History

- **NTT Data** **Bloomington, IL**
March 2015 – Present
Communications Specialist
Consult on various IT projects within State Farm corporate headquarters to develop strategic communication and organizational change strategies. Copy edit and proofread internal/external communications and other public relations materials in collaboration with Public Affairs. Assist with the development of multiple project communications and cross-project coordination activities. Coordinate communications across multiple software releases and programs.
 - Communication Strategy Development
 - Organizational Change Strategy Development
 - Stakeholder Identification
 - Audience Analysis
 - Tactical Plan Development
 - Execute Strategic Communication Planned Activities (email, powerpoint, video, job aids, etc)
 - Leadership Message Points
 - Newsletter Content Development
- **Lee Enterprises** **Decatur, IL**
September 2013 – March 2015
Classified Advertising Representative
Responsible for building and maintaining client relationships and creating recruitment marketing campaigns
 - Managed approximately 200 client accounts
 - Created and designed advertisements, from employment to business promotion
 - Created and analyzed digital recruitment advertising through various social media platforms
 - Worked with daily deadlines to manage and organize accounts within a fast-paced environment*Herald & Review Volunteer Committee Head*
Responsible for the coordination and development of office public relations
 - Organized meetings and managed the committee, leading group discussions and votes
 - Coordinated office events to promote positive public relations within the office and community
 - Managed marketing strategies by organizing charity fundraisers, ordering promotional items and facilitating print/online news stories
- **University of Illinois Foundation** **Champaign, IL**
January 2012 – August 2013
Telemarketing Services Office Assistant
Responsible for reaching out to alumni for fundraising and account management
 - Raised approximately \$10,000 in funds benefiting the current students
 - Communicated with alumni and friends of the university to update them on the progress of the school
 - Recruited and trained new employees

Education

- **Prosci** **Bloomington, IL**
August 2015
ADKAR Change Management Certification
 - **University of Illinois-Urbana/Champaign** **Champaign, IL**
August 2009 – May 2013
Bachelor of Science in Psychology and Communication
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Skills

- Familiarity with Agile methodologies such as Scrum
- Social media experience with Twitter, Facebook, Tumblr, Reddit and LinkedIn
- Software experience with Github, Markdown, Lotus Notes, Microsoft Office Suite, Microsoft Sharepoint, Microsoft Visio and Microsoft OneNote