

# Ashton Falk

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## Work History

- **NTT Data**

*Business Analyst-Data*

**Bloomington, IL**

*May 2016 – Present*

Data lead managing the end to end process for human resource management, using current data and estimating future budget. Determine estimated work and scope based upon future budget for the department. Manage data and create a usable, scalable dashboard to provide an easily consumable and holistic picture of resource management to leadership. Coordinate data driven discussions and decisions for various departments and leadership groups. Assist with the development of department resource coordination tools and activities.

- Excel report and dashboard development
- SLIM estimating data development
- Risk and impact identification and analysis
- Data management and analysis
- Report and leadership summary development

- **NTT Data**

*Communications Specialist*

**Bloomington, IL**

*March 2015 – Present*

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**

*Classified Advertising Representative*

**Decatur, IL**

*September 2013 – March 2015*

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**

*Telemarketing Services Office Assistant*

**Champaign, IL**

*January 2012 – August 2013*

Responsible for alumni account and file management

- Assisted with managing and updating alumni records using LexisNexis
  - Recruited and trained new employees
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## Education

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

- Experience working on both Scaled AGILE Framework and Waterfall efforts
- Software experience with QSM SLIM-Estimate, Github, Markdown, Lotus Notes, Microsoft (Excel, OneNote, Powerpoint, SharePoint, Visio, Word)