

# Ashton Falk

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## Work History

- **NTT Data** **Bloomington, IL**  
*Communications Specialist* *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. As time permits, coordinate other work assignments (within the program) as assigned by Program or Project Managers.
    - 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**  
*Classified Advertising Representative* *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** **Champaign, IL**  
*Telemarketing Services Office Assistant* *January 2012 – August 2013*  
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
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## Education

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

- Social media experience with Twitter, Facebook, Tumblr and LinkedIn
- Software experience with Github, Markdown, Lotus Notes, Microsoft Sharepoint, Microsoft Office Standard Suite, Microsoft Visio and Microsoft OneNote