

Ashley Jessen

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SKILLS

- E-commerce Management
- Search Engine Optimization
- CMS Application Experience
- Ability to Work Independently
- Digital Marketing
- Customer Service
- Attention to Detail
- Excellent Verbal and Written Communication
- Animal Advocacy
- Problem Solver
- Self-Starter
- Ambitious

EDUCATION

Colorado State University – Master of Social Work – May 2014
University of Saint Thomas – Bachelor of Social Work – May 2009

RELEVANT WORK EXPERIENCE

SharpNet Solutions – SEO Specialist and Social Media Manager August 2015 - Present

Create SEO strategy for SharpNet clients and implement website changes utilizing various CMS applications. Analyze website traffic and communicate progress and recommendations to clients. Create webpages and write content for a variety of industries. Create social media posts for approximately 80 clients weekly.

VCA Animal Hospital - Kennel Assistant May 2014-August 2015

Provided care for all boarding animals, including those with special needs, and consulted with veterinarians on care plans. Assisted technicians in caring for ill or injured animals and communicated with clients regarding animal care and behavior.

Paragon Inc - Operations Manager June 2009 - Oct 2011

Managed operations for an e-commerce business and independently processed and shipped hundreds of orders each day. Managed customer service including customer inquiries, returns and exchanges. Managed inventory and collaborated on new product selection. Worked directly with CEO on new branding for our own product launch. Collaborated on overall marketing strategies and sales channels. Created new operating policies to increase customer satisfaction, increase productivity, improve performance, and helped institute a company-wide cost saving procedures including a 50% reduction in shipping cost. Oversaw transition of business growth and created and implemented new policies to adapt.

RELEVANT VOLUNTEER AND INTERNSHIP EXPERIENCE

Fort Collins Cat Rescue Spay/Neuter Clinic- Volunteer 2014

Communicated with the public about the organizations mission, introduced potential adopters to cats at mobile adoption events, communicated policies and completed adoption paperwork. Member of sponsorship committee to elicit donations for annual gala.

The Insightful Program - Intern 2013- 2014

Created the foundation for social media marketing and managed postings to build support from the community. Created and implemented a new fundraising initiative including an online store and gift card sales. Created and distributed promotional materials. Established a sponsorship program to communicate to donors the value of their investment.