

Ashley Kemp's Marketing CV

SKILLS

In addition to my experience, through constant education, innovation, and research, I've developed commercial awareness, expert writing, and, professional communication abilities, as well as, leadership and amazing team player characteristics. I also specialize in creating quality and creative presentations/demonstrations that has positively influenced my audience, and assisted within the negotiation process of sealing a multitude of deals. I possess the skill and knowledge necessary to utilize a multitude of professional marketing platforms and software such as CRM, CSM, any Microsoft program, research software such as Qualtrics, and platforms, such as, Marketing 360 and Infusion Soft. I utilize the software, platforms, and dashboards to enhance my ability to properly measure a multitude of marketing metrics. Lastly, I possess extensive knowledge for a multitude of Adobe Creative Cloud Apps, and possess the ability to create industry standard media with industry standard equipment.

EXPERIENCE

Marketing & Branding Strategist, Project Manager, Creative Writer & Media Specialist | A&J Marketing | 2015-Present

My responsibilities consist of creating and maintaining relationships with leads and clients. I also created effective strategies tailored to the client in which we were working with. I sometimes act as a business and brand developer, using marketing to create the brand in which the audience will perceive or receive. I lead small teams, often no more than 5 people at a time with expert project management skills and characteristics. I create all the content and visuals utilized for these projects.

Marketing Strategist, Project Manager & Creative Writer | Melissa Stamps | March-October 2016

My responsibilities consisted of creating an effective project timeline and outline. I created the marketing strategy, and followed my strategy precisely. I created a multitude of social media profiles, websites, campaign pages, and managed them all. This project consisted of Digital, B2B, Cross Media, Article, Call to Action, Email,

OBJECTIVE

To obtain the position of Marketing Strategist or Marketing Director for an organization that will allow me to utilize my skill, knowledge, and experience for the benefit of the company.

Event, Newsletter, and Online marketing. I created all graphics, presentations, videos, content, and newsletters utilized.

Marketing Strategist & Blogger | Reggie Fields | August-November 2016

This project revolved around a company dedicated to assisting young athletes with playing for their dream team. My responsibilities consisted of professionally blogging for his website, and creating an effective strategy for assisting him with developing and engaging with his market/audience.

Marketing Strategist & Content Developer | The Children's Lighthouse | June 2014

Children's Lighthouse is an amazing franchised learning center. My responsibilities consisted of creating a professional online profile, taking professional pictures of the facility, and developing the content for their profile and website.

Marketing & Branding Strategist | LaTricia Brooks | September-Present

My responsibilities consist of creating events and media. I also assist with developing her brand and advancing her career as an artist. Utilizing our major distribution, and international connects to guarantee the success of our project.

Marketing & Branding Strategist | Garri Thomas | December-Present

My responsibilities for this project consisted of developing the artist's brand, media, promo, graphics, photography, and music videos. Acting as a leader for the marketing team utilized for this project, my responsibilities also consist of being an effective project manager. Creating objectives and deadlines for the team to accomplish and meet. Overseeing the planning, design, execution, and success of the project.

Marketing Strategist & Project Manager | Christian Kalala | Jan – May 2015

My responsibilities consisted of creating effective strategies within the financial bounds set for the project in which we developed. This project consisted of Digital, B2B, Content, and Online Marketing. I enjoyed reaching out to a multitude of news agencies and other organizations to assure the success and expansion of this project.

COO, Marketing Strategist & Business Developer | Anthony Selders & P.C.M.G. Record Label | October-January 2017

Leading a team of 5, my responsibilities were to assist within the businesses' development, and create effective strategies for the artist signed to this label. As a dedicated leader, my core responsibilities were to ensure the success of the company by implementing professional communication and the necessary leadership skills. Often discussing contracts, I am proud to state that I remained ethical in regards to the business, it's structure, and the process, or technique, in which issues were remedied.

EDUCATION

Business Management & Marketing | 2014 | Prairie View A & M University

Maintaining a 3.5 GPA, my courses consisted of Macro & Micro Economics, Business Management & Ethics, and much more. I learned to properly analyze and obtain data from charts, and other forms of statistical data. I also developed the necessary skill to ethically manage and lead a team and business. Although I didn't receive a degree, I have taken the information and knowledge in which this institution has given me, and applied directly to my career and life. I've created a successful marketing business/company that continues to thrive today.

Business Management & Marketing | 2015 | Lone Star Community College

Maintaining a 3.5 GPA, I continued my education revolving around Business Management and Marketing. At this institution, I focused on some of the basic and fundamental needs to assure my ability to successfully operate within my field. Tutoring and working with professors that polished my ability to interpret numbers and complex analytical data correctly.

Digital Cinematography | Date Earned | Full Sail University

Maintaining a GPA of 3.5 my courses revolved around the many aspects of film. This institution has taught me how to be a responsible entrepreneur. Learning how to prioritize my goals and projects, as well as learning how to utilize my time efficiently. I also discovered how to master my skill in regards to my creativity, writing, and media production. This institution has given me access to a multitude of

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platforms, such as Lynda. Com, that has enabled me to continue my education within marketing while continuing my education for media production.

CERTIFICATIONS

Online Marketing Fundamentals

Certificate No: 54591357B36A409BB2D43AA77E7B6138

Marketing Fundamentals

Certificate No:

D16BDE72FE424FA9BF328041CC5F4C27

Storytelling for Business Video

Certificate No: 9A2011B225754F2EA4AEDFEFEB52E17C

VOLUNTEER & LEADERSHIP EXPERIENCE

- Director of Media for WNGP
 - Oversaw the creation and production of all the media created for this organization.
- Coach for Fairfield Sports Association (3 Years)
 - Won championship and other accomplishments each year.
- Creative & Screenwriter for Zolpha Productions
- Production Crew for J.O. Malone Studios