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# Ashley E. Reed

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## EXPERIENCE

### **Family Bridges/Lazos de Familia, Oakbrook Terrace**

— *Marketing Strategist & Content Coordinator*

January 2018 - Present

- Redesign the Family Bridges' eCommerce page to improve user experience and increase revenue
- Provide marketing support to corporate contracts by creating personalized app programs and follow-up emails
- Train and delegate tasks to interns who are responsible for helping maintain and update the content on Family Bridges' app
- Continue to manage the development of projects among the design, IT and community engagement teams

— *Content Specialist & Copy Editor*

January 2016 - December 2017

- Implement SEO strategies to increase readership of digital content, user engagement on social platforms, and attendance to events
- Monitor the key performance indicators of our websites and social accounts using Google Analytics, Facebook Business Manager, and Hootsuite, providing recommendations to improve conversions
- Manage the development of projects among the design, IT and community engagement teams
- Assist the COO with coordinating annual retreats; Work with the fundraising team to plan monthly informational meetings as well as the annual fundraising event
- Edit English marketing copy, curriculums, books, and blogs before publication; I copy edit everything from 300 word blogs to 100+ page books and curriculums
- Work with a third party platform to launch a mobile application that has 1,400+ registered users; when I was first hired, I input 200+ programs into the app in order to digitalize our curriculums
- Worked with the Creative Director to redesign the layout of Family Bridges' website for an improved user experience.

### **Audiology Management Group, Worked Remotely** — *Marketing Specialist*

January 2015 - December 2015

- Write personalized copy for direct mailers and e-newsletters targeting specific local markets for 12 ENT clinics
- Coordinate monthly lead generation email campaigns for 12 ENT clinics

- Research and procure cost and time estimates for local newspaper ads, direct mailer production, and banner printing for 12 ENT Clinics
- Assist the Creative Director and Communications Manager with implementing marketing campaigns involving newspaper ads, direct mail advertising, and e-newsletters
- Assist the Communications Manager with curating reports for 30+ ENT Clinics, monitoring the costs and outcomes of newspaper, television, direct mailer, and call source advertising

**Southeastern Magazine, Lakeland, FL — *Managing Editor***

September 2013 - May 2014

- Co-manage a team of writers, designers, and photographers
- Conduct interviews for feature articles
- Edit articles from the writing team
- Work alongside the designers to create layouts through Adobe InDesign

**Family Bridges/Lazos de Familia, Oak Park — *Marketing Copywriter Intern***

May 2013 - August 2013

- Write and edit copy for marketing materials, fundraisers, blogs and the website
- Assist the Creative Director with managing social media, reviewing ad content, and performing general office duties
- Work alongside volunteers and staff members to help set up community outreach events

## EDUCATION

**Southeastern University, Lakeland, FL — *Journalism Major***

August 2012 - October 2014

88 Credits Earned, Honors Program, 2013 Co-Captain of the Cross Country Team

## CERTIFICATIONS

- Inbound Certified, HubSpot Academy

## SKILLS

Copywriting • Copy Editing • SEO • Ad Campaign Development • Ad Planning & Purchasing • Market Research • Project Management • Fundraising