

ashley boren

ABOUT ME

I am a multi-passionate creative with experience in social media content creation, branding, editing and public speaking.

EDUCATION

University of California, Santa Barbara (UCSB)

June 2020

Bachelor of Arts (B.A.), Communication
Minor: Professional Writing, Multimedia
Communication Track

National University of Singapore

January 2019 - May 2019

Learned about strategic communication and media writing during semester exchange.

SKILLS

Social Media Analytics
Buffer, ContentCal & Hootsuite
Basic knowledge of Adobe Illustrator
Familiar with HTML & CSS
Leadership

AWARDS

University Service Award

University of California, Santa Barbara
June 2020

Honorary 200-Tour Club

Gaicho Tour Association
June 2020

CONTACT

[linkedin.com/in/ashleyboren](https://www.linkedin.com/in/ashleyboren)

EXPERIENCE

Social Media Manager

Sydney Axelrod LLC, Remote
June 2020 - Present

Create content for Instagram, Twitter and Pinterest that fits brand voice. Prepare monthly reports of key metrics and analytics to develop content strategy.

Author

New Degree Press, Remote
September 2019 - July 2020

Raised \$4,000 for book pre-sale by conducting outreach and scheduling original content with Buffer and Hootsuite. Created brand style to make content designs visually cohesive.

VP, Staff Development

Gaicho Tour Association, Santa Barbara, CA
September 2019 - June 2020

Presented continual training topics to fellow tour guides, such as inclusive language and identity in the workplace.

Senior Editor

Her Campus at UCSB, Santa Barbara, CA
September 2019 - June 2020

Edited more than 40 articles for clarity and grammar. Provided constructive feedback to editorial team.

Tour Guide

Gaicho Tour Association, Santa Barbara, CA
January 2017 - June 2020

Led over 180 campus tours for groups of up to 45 prospective students. Adapted tour to each group's interests and needs.