

ASHLEY HENN

954-655-4877
ashleyhenn92@gmail.com
Boca Raton, FL 33431

Steel Commander Corp Boca Raton, FL
Graphic Designer & Social Media Coordinator
JUNE 2023 TO AUGUST 2024

- ❖ Designed all digital and video content across social media & managed all customer leads for the for the sale of steel building kits
- ❖ Designed all digital and print marketing material to promote the sponsorship of MotoAmerica's 2024 Superbike Championship
- ❖ Produced two 30 second commercials for the season, airing on Fox Sports, MAVTV, MTRSPT1, and the MotoAmerica Live+ app
- ❖ Developed and managed all email, Google and Meta PPC Ad campaigns to drive lead generation and maximized website SEO with weekly blogs, press releases, race schedule updates, and steel building discounts
- ❖ Aided in all administrative and IT related issues on the sales floor
- ❖ Developed a series of interactive training modules for the sales force, along with digital brochures and email blasts sent to potential clients

CareersUSA Boca Raton, FL
Marketing Assistant
DECEMBER 2022 TO MAY 2023

- ❖ Developed and managed the digital content across all social media platforms including ads for various job listings and National holidays
- ❖ Managed the company's Indeed account in an effort to acquire applicants needed to fill temporary positions across the country

BurgerFi Franchise Office Coral Springs, FL
Executive Assistant to CEO
JANUARY 2021 TO NOVEMBER 2022

- ❖ Developed all marketing efforts across five BurgerFi locations, including all menu boards, coupons, digital advertisements, and promotions
- ❖ Designed window displays that increased sales of weekly specials by 25%
- ❖ Provided phone support to store management including staff procurement, inventory management, and customer disputes

Swap Shop Flea Market & Drive In Fort Lauderdale, FL
Executive Assistant to CEO
JULY 2017 TO DECEMBER 2020

- ❖ Worked alongside the CEO & bookkeeper, performing monthly reconciliations for the daily flea market and drive-in revenue accounts
- ❖ Produced weekly movie flyers for the three Swap Shop drive-in movie locations across south Florida and booked all weekly feature films
- ❖ Maximized website SEO with weekly newsletters and updates
- ❖ Designed and maintained all digital content across social media, along with the maintenance of all customer inquires & disputes

EDUCATION

Florida State University
Graduated June 2014
Tallahassee, FL

Major
B.S. Retail Merchandising
& Product Development
Minor
Business Marketing

PORTFOLIO

AshleyParisDesign.com
- Website Design & SEO
- Branded Video Content
- Digital & Print Media
- Lead Generation

PROJECTS

Steel Commander Corp
- SteelCommanderCorp.com
- @SteelCommanderCorp
CareersUSA
- www.CareersUSA.com
- @CareersUSA

SKILLS

- Adobe Creative Suite
- Microsoft & Google Suite
- Intuit Quickbooks Software
- Google & Meta Ads
- WordPress & WIX Platforms
- Ability to type 90 WPM
- Oracle CRM Platform
- Asana & Slack
- Canva