

ASHLEY HENN

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Steel Commander Corp

Boca Raton, FL

Executive Assistant & Graphic Designer

June 2023 to Present

- Designed and managed all digital and video content across social media, along with the maintenance of all customer leads and inquiries
- Designed all digital and print marketing material to promote the sponsorship of MotoAmerica's 2023-2025 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
- Maximized website SEO with weekly blogs, press releases, and steel building kit discounts
- Developed a series of interactive training modules for the sales force, increasing the employee retention rate by 20%
- Aided the Director of IT in all administrative tasks and IT related issues

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 for 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, and digital promotions
- Designed window displays that increased weekly sales by 25%
- Provided phone support to store management including staff procurement, inventory management, and all customer disputes

Swap Shop Flea Market & Drive In

Fort Lauderdale, FL

Executive Assistant to CEO

July 2017 to December 2020

- Worked alongside the CEO and bookkeeper, performing monthly reconciliations for the daily flea market and drive-in revenue accounts
- Booked all weekly feature films and produced weekly movie flyers
- Designed all digital content and answered all customer inquiries across their social media presence, maintaining a following of 17,000 on Facebook and 4,000 on Instagram
- Maximized website SEO with weekly newsletters and movie updates

FULL PORTFOLIO

AshleyParisDesign.com

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

PROJECTS

Steel Commander Corp

- SteelCommanderCorp.com
- @SteelCommanderCorp

CareersUSA

- CareersUSA.com
- @CareersUSA

SKILLS

- Adobe Creative Suite
- Microsoft Suite
- Google Suite
- Google & Meta Ads
- Davinci Resolve
- Canva & Capcut
- Intuit Quickbooks
- HTML & CSS
- WordPress & WIX
- Asana & Slack
- Hootsuite
- Ability to type 90 WPM

EDUCATION

Florida State University

May 2010 to June 2014

Major

B.S. Retail Merchandising & Product Development

Minor

Business Marketing