

Ashley Raymond

Vibrant and innovative writer looking to incorporate my skills for curation and creation of marketing content. I possess great organizational skills and years of copywriting and social media management experience.

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EXPERIENCE

Giraffe's Eye View, New Haven, CT — Founder, Brand/Content Strategist

AUG 2019 - MAY 2023

- Provide consultation for small businesses, entrepreneurs, and artists to analyze the current state of their branding and marketing
- Create plans for strategy based on needs and provide empirical data to track growth
- Produce and/or assist in the creation of branding materials like social media infographics, newsletters, product shoots, and more
- Managing social media accounts through copywriting and drafting posts for clients to better establish their brand voice and online presence
- Educating clients on how to reach their target demographic through SEO analysis and market research

Bars on I-95, Connecticut — Lead Content Writer/Content Strategist

MAY 2021 - JULY 2023

- Research latest trends and artists in Hip Hop culture, music, and media
- Write articles to supplement filmed interviews providing more context and nuance regarding the featured artist
- Write reviews, news, and/or op-eds about music, featured artist on the show, or provide commentary on music industry
- Create strategy to increase organic engagement on social media platforms
- Collaborate with design team to create infographics, provide transcription for quotes, and filming footage for BTS or for B-roll
- Create optimized copy for website and edit content for optimization

SKILLS

- Copywriting
- Copyediting
- Digital Photography
- Creative Direction
- SEO Analysis

Proficient in

- Canva
- Adobe Photoshop
- Google Suite
- Wordpress
- Wix
- Squarespace

LANGUAGES

- English
- French

BLUNTIQ, Remote — *Staff Writer and Social Media Manager*

NOV 2017 - NOV 2018

- Created series called *Peep This*, which centered independent and underground artists emerging into the music industry
- Wrote copy for our social media platforms for the release of new articles as well as engaging with our audience discussing music and culture
- Conducted written and filmed artist interviews for premiering new music or as a feature for the week
- Wrote reviews, news, and op-eds about music and culture
- Curated digital content for our social media platforms

Negus Collective, Connecticut — *Event Coordinator and Creative Director*

OCT 2016 - NOV 2017

- Conceptualized settings and locations for various photo and video storytelling
- Wardrobe styling for models during shoots
- Created style guides for respective themes and concepts
- Point of contact for press and media coverage of events

EDUCATION

Southern Connecticut State University, New Haven, CT — *B.S. in Exercise Science*

AUG 2013 - MAY 2017

- Concentration in Human Performance, akin to Kinesiology
- Public Relations executive board member for Black Student Union
 - Representative for BSU during events coordinated by various orgs on campus
 - Managed BSU Instagram account to document events, write copy, and encourage new membership