

Ashley DeJonge

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WORK EXPERIENCE

Digital Marketing Associate *Riddell Sports | Dec 2021 - Present*

- Manage all day-to-day aspects of Riddell's 7 social media platform's content & distribution strategy including posting, scheduling, distribution, asset creation, & all community management efforts
- Created a Riddell GIPHY brand account generating over 36 million views in 10 months on Instagram & Snapchat
- Lead monthly social media brainstorm sessions to present platform-specific insights & trends with the broader team as well as performance analytics from both qualitative & quantitative perspectives
- Write compelling short- and long-form pieces for the website, social media channels, email campaigns, and other digital platforms targeted to the brand's various audiences
- Implemented an annual email marketing campaign with a consistent open rate of 39% each month
- Develop digital content strategy across the various digital platforms aligning with the brand's strategic plan
- Travel to photoshoots to execute content ideation consisting of photos & videos by creating detailed shot lists & scripts to direct on-site with marketing agency partners
- Act as a project manager collaborating with the broader MarCom team leading tactical execution of internal and external campaigns & marketing requests
- Maintain brand standards, guidelines, & tone of voice across all digital marketing strategies & content

Marketing & Communications Intern *Riddell Sports | May 2021 - Dec 2021*

- Traveled to photoshoots & produced a behind the scene campaign across all social media channels
- Wrote press releases & blog posts about business-related objectives for customers & media
- Planned social media content by writing copy & working with designers to produce imagery & graphics across Facebook, Instagram, Twitter, TikTok, Pinterest, TikTok, & YouTube
- Stayed up to date with daily research about the digital marketing world & sports industry as well as social media trends to partake in

Marketing Coordinator *YMCA of Greater Michiana | May 2019 - May 2020*

- Managed website, Facebook, Instagram, & YouTube while adhering to the brand's style guidelines to maintain the YMCA's best interest
- Monitored & analyzed ads across social & digital platforms to present to management with suggested strategy adjustments resulting in increasing YMCA Camp Eberhart registrations by 5% annually
- Wrote monthly press releases detailing upcoming events & promotions along with e-newsletters to a contact list of over 7,000 increasing open rate by 5%
- Designed marketing materials including on-location signage, brochures, & advertisements for print & digital

Freelance Social Media Manager *Alpha Dog Agency | Apr 2019 - Sept 2019*

- Planned, maintained, & executed social content calendars for 6 local businesses to ensure posting stayed consistent & brand guidelines were met
- Produced photography & videography at business locations & special events to share across individual accounts
- Gained 500 followers in one month by utilizing current industry strategies & tactics as well as partnerships & features for Tailgate the Bend, a football pre-game event planning company that implemented events on Notre Dame's campus

EDUCATION

Michigan State University *Master's of Art, Strategic Communication - Digital Media & Analytics, May 2023*

Saint Mary's College *Bachelor's of Business Administration - Marketing, May 2018*

PROFESSIONAL SKILLS

Adobe InDesign & Premiere Pro | Canva | DSLR Photography | Facebook Creator Studio | Google Analytics | Hootsuite

CERTIFICATES

Google Analytics for Beginners | HubSpot Email Marketing | HubSpot Inbound Marketing | HubSpot Social Media