

ASHLEY ANDREWS

CITY OF PEMBROKE PINES

Apr 2018 - Current

SOCIAL MEDIA MANAGER (PART-TIME)

- Create and update official city social media calendar
- Create, track and monitor all social media posts on city Facebook, Twitter, Instagram and Nextdoor pages
- Manage and train social media intern and city employees on social media best practices
- Create social media graphics for city social pages and website
- Edit copy on official city website

THE URBAN PLAY

Oct 2015 - Jan 2020

FOUNDER/EDITOR-IN-CHIEF

- Conceptualized several social media campaigns in order to improve brand awareness
- Create and maintain Wordpress based website
- Directed, filmed and produced platform videos and interviews
- Manage Facebook, Instagram and Twitter accounts
- Create and manage social media and editorial content calendar

INSPIRATIONS FOR YOUTH & FAMILIES, INC.

Dec 2017 - Apr 2018

SOCIAL MEDIA SPECIALIST/BLOGGER

- Interview staff, clients and industry experts/influencers for blog posts
- Create and disseminate monthly email newsletters
- Manage social media posts for Facebook, Twitter, Instagram, LinkedIn and Pinterest
- Create and update company social media and editorial content calendar

MIAMI BROWARD CARNIVAL

Sept 2014 - July 2016

CONTENT MANAGER (FREELANCE)

- Created social media graphics and articles for organization website
- Created and updated media list
- Assisted with social media campaign creation for Carnival launch
- Maintain editorial and social media calendar

HARRIS PUBLIC RELATIONS

May 2014 - Jan 2017

PUBLIC RELATIONS ASSISTANT (FREELANCE)

- Keep editorial calendars and media lists
- Assisted with agency social media outreach
- Wrote biographies and company profiles for clients
- Assisted in organizing and execution of PR events, campaigns, etc.
- Wrote and disseminated press releases, post-event press releases, and media tip sheets for client events

SKILLS

WordPress

Hootsuite

AP Style

Microsoft Office

Blogging

Canva

Adobe Premiere

EDUCATION

M.A. IN MASS COMMUNICATIONS

Specialization: Social Media

May 2018 - Dec 2019, University of Florida

B.S. IN COMMUNICATIONS

Specialization: Journalism

Minor: Social Media & E-Marketing Analytics

2012-2015, Florida International University