

# Ashley Faber

## Social Media & Digital Content Marketing

### REACH ME

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### EDUCATION

University of Missouri - Columbia

Bachelor of Journalism:

Strategic Communication Emphasis

Minor: Music • Cum Laude

Walter Williams Scholar

Aug. 2020 - Dec. 2023

### RELATED SKILLS

Content writing and marketing for social media, blog, email, newsletter, & web

Content strategy, shot list creation, shoot direction & execution (event, curated, EGC)

Quantitative + qualitative strategy, market research, & data analysis

### PROGRAMS & SOFTWARE

Project managers: Notion • Moxo • ClickUp • Airtable • Workamajig

Automated marketing software: Mailchimp • HubSpot • Classy.org

Social media management: Pallyy • Meta Business Suite • related programs

Social content creation: CapCut • Instagram Edits • Canva • Adobe CC Express • Adobe Premiere Pro

### CERTIFICATIONS

Google Analytics 4 • Institute for Advertising Ethics: Certified Ethical Advertising Executive

### ADDITIONAL SKILLS

Freelance social media videography for local Memphis bands & artists

Hostess (Stoney River Steakhouse & Grill | July '24 - Present)

Trained Violinist (12 years experience)

### PROFESSIONAL EXPERIENCE

#### *Remember Media*

##### Social Media Manager & Content Creator | Oct. '24 - Present

- Film & edit video + curate photo assets to create high-performing social content for clients that resonates with audiences on Instagram, Facebook, YouTube, & LinkedIn
- Maintain a consistent posting schedule of 2-3x/week that aligns with client strategies and promotions (avg. output of 16 posts/week across accounts)
- Achieved record monthly engagement rate (5%+), follower growth rate (15%+), and click-through rate (8%+) for multiple accounts
- Plus responsibilities of previous role

##### Social Media Copywriter & Community Manager | Aug. '24-Oct. '24

- Create engaging, high-quality copy for social media posts, including captions, stories, and promotional/lifestyle content that align with the brand's voice and strategy
- Monitor and respond to comments and interactions on social media to foster community engagement and build relationships with followers

#### *University of Missouri Hillel*

##### Program Associate - Contract | Jan. '24 - May '24

- Planned and executed three annual fundraiser events/campaigns bringing in over \$13,000 in total revenue, generated multi-channel marketing materials & strategies to encourage attendance and donations
- Cultivate & mentor student leaders, fostering a collaborative & inclusive environment
- Hosted weekly programs & holiday events with student leadership and staff to engage Jewish students on campus

#### *VML New York*

##### Winter Advertising Intern | Jan. 2024

- Collaborated with a team to create an advertising campaign in two weeks for a Fortune 500 technology client
- Conducted extensive research to develop a campaign strategy; use it to generate assets for execution and select appropriate channels
- Pitched our ideas to the client and their team through a planbook & presentation

### PRE-PROFESSIONAL EXPERIENCE

#### *University of Missouri Division of Student Affairs*

##### Marketing and Communications Assistant | Jan. '21- Dec. '23

- Generated Instagram, Facebook, and Twitter content for @MizzouLife to showcase the student experience and provide involvement opportunities and information, doubled Instagram following after three years
- Wrote copy for the Mizzou Families Facebook page to offer parents information and advice/tools for their student
- Helped manage the Mizzou Health and Well-Being and MizzouRec social media accounts, create content to spread awareness about services and opportunities

#### *Food Bank For New York City*

##### Marketing and Communications Intern | June '23 - Aug. '23

- Developed email marketing and communications materials for internal and external readers to inform and update them on engagement opportunities
- Wrote stories for company blog, sharing recaps of significant events
- Helped coordinate company's participation in the NYC 2023 Pride Parade