

ASHLEY ANDREWS

Marketing Coordinator

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<https://www.alandrewswriter.com/copy-of-portfolio>

PROFESSIONAL PROFILE

Hello! I'm Ashley, a dedicated digital marketing professional passionate about helping businesses amplify their online presence. With a proven track record in true-to-brand advertisement, social media marketing, and comprehensive digital marketing strategies, I partner with business owners to create impactful and authentic digital footprints. When I think about what's next in my career, I want to be part of an organization that sells with a sense of purpose.

EXPERIENCE

SERVPRO® of Chattooga, Dade, and West Walker Counties | Rossville, GA (Remote) 2022 – Present

SERVPRO® of North Whitfield and Catoosa Counties | Rossville, GA (Remote) 2022 – Present

SERVPRO® of Jackson and DeKalb Counties | Rainsville, AL (Hybrid) 2022 – 2024

Marketing Support Coordinator

- Led social media marketing campaigns that drove an increase in engagement by 102%, click-through rate by 98%, and audience reach by 401.6% through capitalizing on local SEO and PPC
- Ran Google Ads and SEO efforts that increased business profile interactions by 47.4%, calls by 55.6%, direction requests by 46.2%, and website clicks by 47.1%
- Nourished relationships with 9 local Chamber of Commerce organizations resulting in our business being named the '2024 Walker Chamber of Commerce Small Business of the Year'

GameStop | Fort Payne, AL 2016 – 2019

Store Manager

- Received Region 29 award for +4.9% increase in sales and profit for 2018
- Collaborated with the marketing team to plan and execute promotional activities
- Developed and implemented strategies to achieve sales targets and increase profitability

GameStop | Fort Payne, AL 2014 – 2016

Assistant Store manager

- Performed store inventory counts, counted, balanced, and deposited daily cash deposits
 - Approved payroll, made time edits, and verified that store associates were paid for all time worked
 - Assisted store manager in training store employees on best practices to exceed sales goals
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EDUCATION, CERTIFICATIONS

Full Sail University

BFA in Creative Writing

Valedictorian | 3.94 GPA | Advanced Achievement Award |

LinkedIn Learning Certifications

- Marketing Automation: How to Build a Successful Campaign
- User Experience for Web Design
- WordPress.com Essential Training
- Professional Networking
- SEO Foundations
- Learning to Write Marketing Copy
- Marketing on Instagram
- SEO: Keyword Strategy

SKILLS

Social Media Ads, Social Media Metric Tracking, Google Ads, Google Business Profile, Proficient with Canva, Monthly Email Campaign, SEO Strategy, Review Monitoring and Response, Monthly Blog and Newsletter