

ASHLEY M. CARD
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EDUCATION

M.A. degree in Digital Media Studies 2009
Regent University, Virginia Beach, VA

B.S. degree in Psychology; Dance 2007
College of Charleston, Charleston, SC

RELEVANT EXPERIENCE

2Hotradio.com, Performance Marketing Coordinator, Outbound Call Specialist, Present

- Booking artists for promotional events & concerts nationwide.
- Marketing promotions to help drive ticket sales and increase awareness of events
- Coordinate social media marketing campaigns
- Submit artwork, presales, press releases, interview and media requests, etc. to artist agents/management/publicists Update and maintain various contact lists, spreadsheets & databases, internal and external e-blasts, newsletters, on-sales grids, show announcements, media calendars and press releases, etc.
- Developing and updating artist offers in booking database.
- Research and gathering information on various artists, to sign to booking agency
- Participate in booking and marketing meetings with new and engaging marketing ideas
- Coordinate grassroots marketing campaigns using local retail business, as media partners
- Coordinate event day activities distributing press/artist and plus one passes, also coordinate meet and greets, artists gifts, content coverage for event via social channels, etc.
- Make outbound calls assigned my Operations Manager

Truth., L.L.C., Marketer & Producer, 2009- present

- Produce music videos, virals, and documentaries
- Plan and coordinate event-marketing events
- Introduce search engine optimization techniques and analyze data from web analytics
- Create paraphernalia using basic graphic design
- Initiate interactive web media such as blogs and all current social media networks
- Promotions team management
- Critique, edit, and design websites
- Perform marketing research and develop strategies
- Create media and new media databases
- Produce media packets; write press releases and Internet ads

Aletheia. Dance, Inc, Columbia, SC, Founding Artistic Director, Director of Marketing & Advertising/Producer 2012-Present

- Organically create and implement all traditional/digital marketing & advertising strategies
- Develop and maintain all business development and fundraising ideas
- Create, maintain, and teach current character & performing arts education curriculum for students ages 3 to adult
- Seek out professional development and certification for faculty and staff
- Recruit and interview faculty, staff, interns, and volunteers
- Develop organization's structure and manage daily operations
- Coordinate and perform all pre and post production for all company performances
- Strategize and execute student recruitment for home site and contract outreach locations

Hughes Media, Atlanta, GA, Online Marketing Intern, Spring 2011

- Created a social media strategy and database with several interns for client, Matter of Opinion
- Organically drew more than 2,000 unique online visitors to Matter of Opinion website within 3 months
- Distributed emails for various clients using constant contact
- Posted craigslist ads
- Created graphic design for constant contact email campaign, using Adobe Suite CS5
- Updated client websites using WordPress Content Management System
- Completed daily analysis and tracked online traffic
- Wrote and submitted press releases to press release sites
- Posted events on event calendar websites
- Shadowed video producer of Atlanta Home & Style TV and Matter of Opinion

Christian Broadcasting Network (CBN)/ The 700 Club, Virginia Beach, VA, Digital, Spring 2009

Media Content/Creative Group, CBN Music Spring Seasonal Intern

- Updated CBN Music & Entertainment webpage using Dreamweaver's content management system
- Wrote biweekly song artist album reviews and posted featured artists on their website
- Produced mediated content for website; writing DVD reviews and song artist interviews
- Did telephone interview with London native and song artist Martin Smith of the Compassion Art Project
- Transcribing Interviews
- Wrote a mass web critique for the entire CBN website
- Posted recipe blogs

SKILLS & RELEVANT EXPERIENCE

Personal Assistant for Aniworks Multimedia's Bass, God, and Hip Hop Webisode Series, Stand-In Spokesperson for Bass, God, and Hip Hop's Documentary Series at Atlanta's Holy Hip Hop Awards, Regent University Digital Media Marketing Plan & Strategy for New Life Providence Church, Grace and Hair Etcetera Magazine Media Contact, Global Market Research Company Appointment Setter, Outsource Marketing Sales Account Representative, the adobe suite, all social media sites, show host, and radio show host, and DJ

AFFILIATIONS: SC Film Commission, South Carolina Film Institute

