

# Ashley Bowles Jones

p. 434.607.6041

e. jonesab2@longwood.edu

## *Education*

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**West Virginia University** Morgantown, WV

Jan. 2022-current

*Master of Science in Integrated Marketing Communications*

- Completed course work focused on visual creative strategy and completed a Integrated Marketing Communications plan for clients.

**Longwood University** Farmville, VA

Aug. 2008-May 2012

*Bachelor of Arts in Communication Studies*

- Concentration in Mass Media Communication
- Thesis on students' perceptions of an institution of higher learning based on website design and navigation

## *Computer Skills*

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- AgoraPulse Social Media CMS (Advanced), Terminal4 Web CMS (Intermediate), Adobe Suite (Intermediate), RedDot CMS(Intermediate), Expression Web (Intermediate), Microsoft Office Suite (Advanced), Microsoft Outlook (Advanced), SiteCore CMS (Intermediate) and Salesforce (Novice)

## *Job History and Experience*

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**Longwood University** Farmville, VA

*Assistant Director, Engagement Communication*

October, 2018-current

- Plan, develop, source and create unique content for all OACS websites with the primary goal of increasing web traffic and facilitating conversions
- Directly manage all OACS social media platforms and associated content creation including program development, content development and creation, and publishing schedules
- Oversee and manage the collection, upkeep, and accuracy of all engagement activation data including event registrations, volunteer participation, email click-throughs, social media interactions and activated accounts on all network platforms
- Train and manage a group of student content creators
- Create and manage partnerships with freelance writers
- Create and send all OACS email communications including monthly newsletters, event invitations, and program promotions
- Create and manage multiple, ongoing and time-sensitive social media advertising campaigns using segmented lists and micro-targeting marketing techniques

**Aramark** Farmville, VA

*Marketing Coordinator*

June, 2015-September 2018

- Maintain the Longwood Dining website ([www.longwood.campusdish.com](http://www.longwood.campusdish.com))
- Create, manage, and implement promotional collateral for local and national brands
- Maintain Longwood Dining's social media presence to include Instagram and Twitter
- Create and implement email marketing campaigns geared towards the campus community
- Design, write, and edit a bi-weekly newsletter sent to University clients
- Work with management on the Account Growth Plan and tactics to meet financial goals
- Manage a team of student workers to sell meal plans during key sign up periods and facilitate engagement activities throughout the year
- Assist in maintaining relationships with executives across campus

**The Bakery** Farmville, VA

Oct, 2013-Jan, 2014

*Marketing Coordinator*

- Scheduled and marketed beer and wine tastings through social media outlets and e-mail
- Organized a homebrew competition for the charity Pints for Prostates