

# ASHLEY ARENAL

## MARKETING AND ADVERTISING-PUBLIC RELATIONS

### CONTACT INFO:

Email: [arenalashley@gmail.com](mailto:arenalashley@gmail.com)

LinkedIn: [www.linkedin.com/in/ashley-arenal](http://www.linkedin.com/in/ashley-arenal)

Portfolio:

<https://ashleyarenal.journoportfolio.com>

### ABOUT ME:

Motivated and determined undergraduate student pursuing a double major in Marketing and Advertising-Public Relations. Passionate about writing, media, and lattes. Proven leader and self-starter interested in working with talented professionals in the field.

### SKILLS

- Google Ad Certified
- Instagram, Instagram Story, Twitter, Facebook, LinkedIn and Pinterest
- Canva, Slack, G-Suite and Microsoft Office
- Sprout Social, Hoot Suite, Mail Chimp and WordPress
- Leadership Education
- Foreign Language: Basic Spanish

### EDUCATION

#### **University of Central Florida**

*Bachelor of Business Administration in Marketing & Bachelor of Arts in Advertising-Public Relations*

- Graduation: Summer 2022
- LEAD Scholars Program
- Dean's List: Fall 2018-Present

### WORK EXPERIENCE

#### **Public Relations Intern, Wellons Communications**

*January 2022 - Present*

- Creates social media decks for multiple clients including content calendar, copy and graphics
- Compiles media hits and creates mock-ups for monthly report for ICON Park Orlando
- Writes SEO blogs for multiple clients in diverse industries
- Writes press releases and calendar listings

#### **Social Media Intern, InstaNatural**

*July 2020 - August 2021*

- Managed influencer communications and brand partnerships
- Planned content for all social media platforms with engaging copy
- Increased Instagram engagement by 3% and gained 2,966 followers
- Assisted in managing the social media campaign for product launch on target.com garnering over 100,000 Instagram impressions
- Planned and implemented a holiday giveaway campaign which led to a collective 376 followers gained

#### **Digital Marketing Intern, UCF College of Business**

*January 2020 - April 2020*

- Created and scheduled content for Instagram, Facebook, LinkedIn & Twitter
- Photographed events held by the college for Instagram Story content
- Drafted email campaigns in Mail Chimp and edited blog posts on WordPress
- Assisted in preparation and execution of the 2019 UCF College of Business Hall of Fame Gala

### ACTIVITIES

#### **Her Campus UCF August 2019 - Present**

#### **President and Campus Correspondent March 2020 - Present**

- Manages a team of 120+ women by hosting weekly meetings and aiding in creative support of Her Campus at UCF, an online magazine for college-age writers
- Develops articles with high SEO at least once a month and collaborates with other authors and the editing teams
- Communicates with the Her Campus National Office in Boston to ensure all Elite Chapter requirements are met and coordinate tours with national brands including joy + glee and TooFaced Cosmetics
- Oversees the social media and marketing committees for the organization