

ASHLEY CRAIG

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WORK PORTFOLIO: <https://aacraig1280.wordpress.com/>

EXPERIENCE

NumbersUSA

Arlington, VA

Digital Content Manager

August 2015-Present

- Manages online content for the website.
- Responsible for writing 2-5 news articles per week.
- Produces and edits video and graphics for the website.
- Creates and updates HTML and CSS documents for website.
- Created and maintains a personal blog site for the President of NumbersUSA.

Opportunity Lives

Arlington, VA

Digital Strategist/ Videographer

January 2015-August 2015

- Develops and manages Social Media Strategy on Twitter, Facebook, Google +, and Youtube.
- Writes articles for website.
- Produces and edits all video content for the website.
- Works with vendors on online marketing strategy including web design and SEO.

Bloomberg BNA

Arlington, VA

Project Manager

October 2014-December 2014

- Worked with Business Development Manager to obtain sponsorships for Bloomberg BNA and Bloomberg Government events.
- Worked with new Cross Platform Team on increasing Audience Development.
- Worked with Online Marketing team in launching new Bloomberg BNA website; finding and gathering potential contributors and video production.

PJ Media/ Next Generation TV

Washington, DC

Studio Technician

April 2013- September 2014

- Responsible for recording, set up, and editing interviews in studio and in the field.
- Produced interviews with Members of Congress and field interviews.
- Edited interviews with Adobe Premiere CS 6 Suite.

National Republican Congressional Committee (NRCC)

Washington, DC

Media Resource Manager

March 2011- April 2013

- Responsible for scheduling, lighting, studio set up, and recording Republican House Members videos for events, websites, and satellite interviews
- Created and edited Member videos and political ads using Final Cut Pro and Adobe Premier CS6
- Provided SEO support on NRCC new website and blog posts.
- Maintained and updated microsites for all top tier political House races using Joomla

ACT! For America and American Congress for Truth

Pensacola, FL

Executive Assistant for National Field Director, Kelly Cook

December 2009- February 2011

- Created over 100 chapter blogging sites using Wordpress and conducted one on one training seminars with our members on how to blog and used SEO and Google Analytics to increase traffic
- Contacted and vetted every potential chapter leader
- Designed a monthly chapter leader newsletter using InDesign

Dan Quiggle State Senate Campaign

Volunteer Coordinator

Jacksonville, FL

July 2009-September 2009

- Contacted and organized volunteers to walk door to door, sort mail, and other campaign duties
- Contacted media with press releases and was the point of contact for press inquiries
- Staffed and organized all events with the candidate

INTERNSHIPS

Department of Homeland Security

Civil Rights and Civil Liberties Office

Washington, DC

September 2008-December 2008

- Obtained a suitability security clearance
- Created an excel spreadsheet of information on all employees in the office
- Designed an Article and Media Portfolio for the Officer of CRCL, Dan Sutherland.

SKILLS

- Web Design: Wordpress, Joomla, SEO, Google Analytics, HTML 5, CSS code
- Video Editing: Final Cut Pro, Soundbooth, Adobe Cloud CC including: Adobe Premiere, Audition, Encore, Photoshop, InDesign, and Illustrator
- Other: Salesforce, TV Eyes, IQ Media, Plan Plus Online and RegOnline, Microsoft Office

EDUCATION

Full Sail University

M.S. in Internet Marketing; Valedictorian

Orlando, FL

February 2014

Montreat College

B.S. in Communication; Cum Laude

Montreat, NC

May 2009