

ASHLEY



VILLARREAL

EDUCATION

University of Arizona, Tucson, AZ (2004/2008)
Bachelor of Arts in Journalism / Minor in Psychology & Sociology

WHO?

Seasoned storyteller with a background in marketing, project management and research.

Creating content that connects people with purpose to inspire action and engagement.

WORK EXPERIENCE

2015 - Present

Writer & Content Lead, School of Thought (May 2017-Current) SF, CA

Develops internal content strategy. Manages social media platforms and campaign analytics. Assists with video shoots, interview development and post-production editing. Conducts research to draft prospective client proposals. Edits creative and strategic outreach on behalf of agency.

Arts Writer, SF Station (Oct 2015-Current) SF, CA

Publishes arts-related features and local event guides. Promotes events across social channels.

Digital Marketing Specialist, SF Station (Sept 2014-Oct 2015)

Identified cross-promotional opportunities for audience growth. Procured clients for ad placement.

2013 - 2015

Marketing & Community Outreach Intern, Fair Trade USA (Sept 2014-Feb 2015) Oakland, CA

Collaborated on design of advocacy training materials. Assisted in program promotion for national member network. Led blog and newsletter updates. Analyzed existing survey data to compile inaugural Advocate Survey. Revised metrics and methodology to improve future organizing efforts.

E-commerce Assistant, La Cozi (Sept 2013-Jan 2014) Berkeley, CA

Curated blog and social content to align with interior design and home improvement industry trends. Marketed inventory across sales platforms. Designed catalogues for distribution. Tracked customer orders and sales inquiries.

Writer/Consultant, Blockscouter (formerly GatheringUP) (April 2013-Feb 2014) NYC/Remote

Provided feedback on user experience. Reorganized data modules to improve functionality for web and mobile interface. Created written and visual story content to drive local engagement with product.

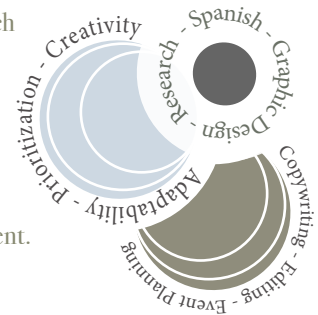
2010 - 2013

Research Coordinator, Institute of International Education (IIE) (Oct 2010-March 2013) NYC

Co-produced Open Doors annual report on international student exchange. Orchestrated data collection campaign of over 2K nationwide institutions. Fielded internal and external research inquiries and tailored marketing packages for clients. Evaluated untapped research capabilities to revise pricing model and increase departmental revenue.

Program Administrator, Bulgarian Young Leaders Program, IIE (March-Sept 2010) NYC

Oversaw student progress in year-long Academic Immersion Program. Planned and hosted events for summer-long entrepreneurship bootcamp in Boston, MA, and NYC. Established alumni network to connect graduates. Produced videos of student interviews and implemented multimedia strategy to attract new applicants and future funding.



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2008 - 2010

Local Health Reporter, Transdiaspora Network (Dec 2009-July 2010) Brooklyn, NY

Generated online content around HIV/AIDS awareness and prevention. Built digital news section to drive traffic and reinforce engagement across social media. Sourced writing from local contributors to strengthen editorial strategy. Conducted outreach to industry stakeholders and healthcare experts to publicize organization.

General News Reporter, Norwood News (March 2009-April 2010) Bronx, NY

Covered community affairs for award-winning publication (15,000 circulation). Generated weekly news roundup for *Bronx News Network*. Led development of Arts beat in newspaper. Organized content and assisted in design of inaugural advertising supplement, the *Bronx Wedding Guide*.

Program Assistant, Columbia Graduate School of Journalism (Jan-Aug 2009) NYC

Organized conference logistics and handled booking for events. Bolstered fundraising efforts for Continuing Education programs with targeted alumni correspondence. Provided on-site support for writing and design workshops.

Education Reporter & Spanish Editor, El Independiente (Aug-Dec 2008) South Tucson, AZ

Developed stories on local education trends for bilingual publication. Edited and translated Spanish article submissions from staff writers. Established digital resource hub with social services serving Latino population. Headed inclusion of multimedia content for website debut.

General News Intern, Arizona Daily Wildcat (May-Sept 2008) Tucson, AZ

Authored two to three articles per week for campus daily (10,000 circulation). Pursued photo assignments and captured audio clips for podcasts.

Research & News Intern, Project Vote Smart (Aug-Dec 2007) Tucson, AZ

Compiled information on political candidates to build nationwide voter education database. Assisted founders with launch of city-wide high school recruitment campaign. Advised on media strategy, drafted outreach materials, and pitched academic officials on student volunteerism.

Production Assistant, University of Arizona, Centennial Hall Theatre (May-Dec 2007) Tucson, AZ

Handled artist bookings and directed technical needs with vendors. Assisted with load-in during musical performances and theatrical events. Helped with prop design and lighting as-needed.

Office Manager, University of Arizona, Classical Studies Department (Aug 2004-2008) Tucson, AZ

Oversaw day-to-day operations of department. Scheduled office hours and fielded student inquiries for faculty. Managed supply orders. Assisted with special projects such as research, grading, editing and conference logistics.

2004 - 2008

DEVELOPMENT

Food Studies Saturday Seminars, Student,
University of the Pacific (2016) SF, CA

Monitoring and Evaluation Working Group, Member, IIE (2013) NYC

Open Doors & Project Atlas, Presenter,
Education USA-Mexico Advisor Conference,
(2013) NYC

Open Doors Review, Co-presenter,
Russian Fulbright Administrators Conference,
(2012) NYC

OTHER WORK

Nido Kitchen + Bar, FOH (2015/18)

Cubana Social, AM Manager (2013)

Empanadas ¡dpm!, Cook/Vendor (2012)

*Additional 5+ years in Hospitality/Food & Beverage

LEADERSHIP

Certificate of Recognition for Local Health Reporting, TDN 5th Annual Benefit, NYC (2012)

Tucson Citizen Design Mentorship Award, UA Press Cats Shadow Program, Tucson, AZ (2008)

The Chronicle: Journalism Diversity Workshop for Arizona High School Students, Mentor, AZ (2008)

California Chicano News Media Association Job Expo, Sponsored Participant, Los Angeles, CA (2008)

Journalism Student Advisory Council, Fundraising Chair & Member, Tucson, AZ (2007/08)

