

Ashley Armstrong

ashleyarmstrong2022@gmail.com | St. Johns, FL 32259 | (904) 945-8668 | ashleyarmstrong.net

EDUCATION

Samford University, Birmingham, Alabama, May 2026

Bachelor of Arts, *Journalism and Mass Communication Major, Print & Public Relations Con.*

GPA: 3.7 /4.00

International Studies: Spring 2024 Semester – Lived, worked, and studied in Central London while maintaining a 20-hour per week internship alongside a 20-hour academic schedule. Gained global experience by immersing in diverse cultures across seven different countries during a four-month abroad program.

SPECIAL SKILLS

Computer Experience:

- Adobe InDesign Certified, Adobe Illustrator Certified, Adobe Photoshop, Mail Chimp

WORK EXPERIENCE

Braincore of Birmingham — Birmingham, AL

Marketing & Social Media Intern, May 2025 – Present

- Established and refined the brand's voice and presence across social media platforms.
- Created copy and designed three posts per week to expand audience engagement.
- Translated research and data analytics into clear, accessible content for audiences.

“The Local” Student Magazine Birmingham, AL

Director of Promotion, August 2024- December 2024

- Strategized marketing strategy and brand revival
- Managed Social Media Accounts and deadlines to push promotion materials
- Planned on site distribution events and timeline of production

Interactive Workshops Inc. London, England

Marketing Intern, January 2024 – April 2024

- Leading outreach program through LinkedIn global network.
- Worked post publication, mass distribution of magazine to target audience.
- Prepared physical assets for company events and meetings.
- Worked in teams on projects to enhance the company's brand.

Kanakuk Kamps Inc, Lampe, Missouri

Photographer, May 2023- July 2023

- Photographed high-quality images for various print and digital projects.
- Daily deadlines of up to 500 photos vetted and published.
- Planned and prepared for on-location and studio shoots.

Samford University Student Publications, Birmingham, Alabama

Contributing Photographer & Writer, The Crimson Newspaper, August 2022-May 2023

- Wrote and photographed assigned news and feature articles in a deadline-driven environment.

ACTIVITIES & AWARDS

- Dean's List, Church Volunteer, Tri Delta Sorority Member: 2025 Internal Recruitment Committee - Reference Chair