

# Ashley Armstrong

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## EDUCATION

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**Samford University**, Birmingham, Alabama, May 2026

Bachelor of Arts in *Journalism and Mass Communication*;  
*Print, PR & Advertising Concentration*

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.

## WORK EXPERIENCE

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**Braincore of Birmingham - Remote**

*Marketing & Social Media Intern, May 2025 – January 2026*

- Planned and published 300+ social media posts (3–5/week) for a neuroscience-based mental health brand, growing the account by 450+ followers
- Created high-performing content reaching 105K+ views, driving 300+ profile visits and multiple posts with 1,000+ organic views
- Supported podcasts, services, and speaking engagements by strategically boosting and promoting key content
- Used Canva for design and created an Excel-based communication calendar to organize content and scheduling.

**“The Local” Student Magazine** Birmingham, AL

*Director of Promotion, August 2024- December 2024*

- Designed 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*

- Led 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*
- *The Local, Student Magazine Volume 6, August 2024 – December 2024*

## ACTIVITIES & AWARDS

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- Dean’s List
- Tri Delta Sorority Member: 2025 Internal Recruitment Committee - Reference Chair