

Ashley Armstrong

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EDUCATION

The Masters University, Online August 2027

Master of Business Administration; *Emphasis in Management*

GPA: 4.00 / 4.00

Samford University, Birmingham, Alabama, May 2026

Bachelor of Arts in *Journalism and Mass Communication*;

Print, PR & Advertising Concentration

GPA: 3.75 / 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

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.

ACTIVITIES & AWARDS

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