

# Ashley Armstrong

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## EDUCATION

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

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

GPA: 3.67/4.00

**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

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### Computer Experience:

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

## WORK EXPERIENCE

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**“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.

**Salvation Church**, Jacksonville, Florida

*Kids Ministry Intern*, August 2021-August 2022

- Quickly learned new skills and applied them to daily tasks, improving efficiency and productivity.
- Performed duties in accordance with applicable standards, policies, and regulatory guidelines to promote safe working environment.
- Used critical thinking to break down problems, evaluate solutions and make decisions.

## ACTIVITIES & AWARDS

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- Dean’s List, Tri Delta Sorority Member