

Ashley M. Biggs

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Communications & PR Professional

Dynamic and results-oriented professional with robust background in marketing and communications, currently pursuing Master's in Communications with concentration in Marketing and New Media.

Expert in driving brand visibility and engagement through innovative digital marketing strategies and SEO optimization aimed at enhancing web traffic and page rankings. Proficient in analyzing market trends and consumer behaviors to tailor campaigns to boost consumer interest and business impact. Skilled in leading cross-functional teams to deliver cutting-edge communications solutions and achieve critical business objectives. Demonstrated exceptional interpersonal and communication skills, adept at building consensus and fostering relationships at all organizational levels to ensure unified brand messaging and team alignment. Excel at crafting compelling narratives that resonate with diverse audiences and maximize stakeholder value.

Knowledgeable in

- Strategic Brand Management
- Digital Content Creation
- Social Media Engagement
- Crisis Communications Handling
- Audience Growth Strategies
- SEO Optimization
- Public Relations Coordination
- Market Research Analysis
- Cross-Platform Campaigns
- Corporate Messaging Development
- Event Planning & Execution
- Multimedia Production Techniques

Professional Experience

Maryland State Library Agency, LBPD Marketing & Outreach Librarian

2017 — Present

Pioneer initiatives to increase community engagement and broaden access to library resources. Establish successful collaborations with key organizations, such as Maryland Accessible Telecommunications Program and Maryland Optometric Association, further amplifying agency's visibility and impact. Design and execute library programs targeting seniors and adults, which improved participation rates across diverse demographic groups. Spearhead creation and distribution of inclusive marketing materials, including print, Braille, and digital formats, expanding outreach and enhancing user interaction. Manage library's social media platforms and direct state agency's website operations, optimizing online content and interactions while ensuring compliance with stringent accessibility standards.

Key Contributions:

- Fostered collaboration with multiple organizations by initiating and developing partnerships that enhanced library services and community outreach, following graduation from American Library Association's Leading Future Program in 2017.
- Enhanced access to library services for visually impaired by presenting innovative marketing strategies focused on accessibility, demonstrating leadership in inclusive service provision.
- Amplified community engagement and library visibility by forging connections with external organizations to create and execute outreach and promotional initiatives.
- Elevated library management and leadership visibility by delivering presentations on strategic library management, accessibility, and leadership, fostering professional development and operational excellence.
- Strengthened community ties and enhanced library services by actively participating in various committees and volunteer activities, seeking new ways to engage with and serve community.
- Supported Maryland State Library Agency in extending reach and impact through targeted assistance in marketing, outreach, and promotional activities, leveraging expertise to benefit statewide library services.

Central Mississippi Regional Library System Branch Manager

2013 — 2017

Managed daily branch operations to enhance service delivery and user satisfaction, ensuring efficient facility management and adherence to library regulations. Increased community engagement and awareness by providing critical information on library activities and available resources. Boosted library visibility and community involvement through public speaking engagements on behalf of library. Executed Library System's strategic plan, focusing on community development, staff training, and leadership tool enhancement to foster library excellence. Cultivated strong relationships with the local Board of Trustees, County and City Officials, and community groups to strengthen community ties and support for library initiatives.

Key Contributions:

- Fostered welcoming and positive work atmosphere by collaborating with teams, conducting training sessions, and enhancing overall team morale and productivity.
- Boosted self-directed learning by promoting educational resources and providing positive feedback, empowering team members to enhance skills and knowledge independently.
- Strengthened relationships with City and Library leadership through proactive communication, establishing network of support and collaboration essential for organizational success.
- Cultivated positive rapport with other branch libraries by organizing fun and engaging after-work events, promoting team cohesion and inter-branch connections.
- Enhanced community engagement and visibility of library services by participating in committees and volunteer opportunities, driving increased community involvement and service promotion.

St. Tammany Parish Library System Genealogy Librarian

2011 — 2013

Orchestrated genealogy and local history functions, developed specialized material acquisition strategies, expanded outreach initiatives, and managed microfilm lending partnership with Church of Latter-Day Saints to increase community engagement and resource accessibility. Developed and maintained comprehensive databases for microfilm and digital materials to improve resource management and enhance patron service efficiency. Leveraged extensive expertise in local history and genealogy research methods to assist patrons and community leaders and enrich community historical awareness and engagement. Led training of reference staff in effective use of reference tools to elevate staff proficiency and enhance quality of patron service.

Key Contributions:

- Fostered collaborative research atmosphere for patrons, achieving enhanced engagement through strategic organization and effective use of social media.
- Drove library improvement and growth by utilizing library tools to develop and implement strategic enhancement plans.
- Enhanced community relationships and promoted outreach by developing educational and entertaining programs and increasing community participation and engagement.
- Maintained consistent collaboration with leadership to upgrade research capabilities, purchasing updated scanning and research equipment for microfilm and advancing creation of digital "vertical file."
- Boosted historical and genealogical learning by creating training and research guides as well as classes focused on Louisiana history and genealogy, implemented across all St. Tammany Libraries to standardize and enhance educational offerings.

Additional Experience: Reference Librarian, St. Tammany Parish Library System.

Education

Master of Arts in Communication, Marketing and New Media – Southern New Hampshire University (in progress)

Master of Science in Library & Information Science – Advanced Certificate: Archives & Records Management – Long Island University

Bachelor of Arts in English Literature – Wesley College

Committees

Maryland Library Association's Marketing and Outreach Committee, 2017-Pres.

American Library Association's Library Leadership Membership Committee, 2017-2020

Maryland Library Association's Library Leadership Development Division, 2017-2020.

Mississippi Library Commission's Talking Book Service Advisory Committee, 2013-2017

Flowood Chamber's Education Committee, 2015-2017.

Mississippi Library Association, Membership Committee, 2016 (Chair)

Mississippi Library Association, Ad Hoc Banner Committee, 2016 (Chair)

Mississippi Library Association, Outreach Committee, 2016

Public Relations Society of America