

ASHLEY ELLISON

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SUMMARY

Marketing professional with hands-on experience editing short-form videos, creating social media posts, and building content calendars across multiple brands and platforms including TikTok and Instagram. Experienced in managing brand voice through community engagement by responding to comments and messages to foster audience connection. Comfortable working in fast-paced environments and collaborating across teams to bring creative ideas to life.

PROFESSIONAL EXPERIENCE

The Concept Agency, Boca Raton, FL (Remote) April 2026 – Present

Graphic Design & Social Media Content Intern

- Producing and editing short-form video content including Reels and TikToks for DTC beauty and wellness brands.
- Creating and scheduling platform-native content across Instagram, TikTok, Facebook, and LinkedIn.
- Supporting community management across multiple client accounts, responding to DMs and comments with brand-specific voice to foster audience connection and drive engagement.

Asjai Lou Casting, New York, NY (Remote) May 2026 – Aug 2026

Graphic Design & Social Media Content Intern

- Produced and edited short-form video content and designed social media templates to promote live classes and digital products, including an ebook bundle, one-on-one coaching sessions, and published titles.

Extern, Inc., New York, NY (Remote)

Content & Brand Marketing Extern, TikTok

Jan 2026 – Feb 2026

- Developed a client-ready brand voice and content playbook for a minimalist lifestyle brand, conducting competitor analysis and producing platform-specific TikTok and Instagram assets.

E-commerce Data Analyst Extern, Breaking Games

Sep 2025 – Dec 2025

- Analyzed multi-platform e-commerce data across Google Ads, Meta Ads, Google Analytics, and Shopify, synthesizing findings into an actionable growth strategy.

LWK Enterprises, Houston, TX (Remote)

Jun 2025 – Aug 2025

Digital Marketing & E-commerce Intern

- Supported B2B marketing campaigns across email, social media, and e-commerce for a heavy-duty truck parts brand, designing vendor materials and promotional flyers, scheduling social posts, and organizing e-commerce product categories to strengthen brand voice and improve customer experience.

Extern, Inc., New York, NY (Remote)

Apr 2025 – Jun 2025

Social Media & Influencer Marketing Extern, Leap

- Researched influencer marketing trends and developed a data-driven strategy playbook outlining platform-specific tactics, KPIs, and creator partnership concepts.

EDUCATION

Virginia Commonwealth University

Bachelor of Interdisciplinary Studies

Virginia Peninsula Community College

Associate of Fine Arts

CERTIFICATIONS & SKILLS

Certifications: Google Digital Marketing & E-commerce Certificate, Inside LVMH

Technical Skills & Tools: Canva, Adobe Photoshop, Adobe Premiere Pro, CapCut, Shopify, WordPress, Semrush, Loomly, Slack, Monday.com, Constant Contact, Google Analytics, Google Ads, Meta Ads