

ASHLEY ROSE LOKKEN

DIGITAL COMMUNICATIONS ASSOCIATE,
CONTENT CREATOR

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Proven success designing strategic communications and social media campaigns across both private and public sectors. A trusted partner and team player. Extensive knowledge of current communications, digital marketing and social media trends. Exceptional writing, content development, and design skills.

EDUCATION

EMERSON COLLEGE / 2015-2018

BACHELOR OF SCIENCE DEGREE, JOURNALISM

WORK EXPERIENCE

THE BARBARA LEE FAMILY FOUNDATION / JULY 2020 - PRESENT / DIGITAL COMMUNICATIONS ASSOCIATE

Leads in planning, designing, and executing strategic social media and digital marketing and foundation research campaigns. Manages both the foundation and Founder Barbara Lee's social media accounts. Effectively monitors website and social media analytics using Google Analytics, Sprout Social and other built-in tracking tools. Creates and manages weekly social media content calendars. Drafts press releases, blog posts, Op-eds and serves as main media contact for all digital inquiries. Develops and implements website and SEO strategy for company websites. Implements graphic design, branding, and creative strategy using Adobe InDesign, Photoshop, and Canva.

O'NEILL AND ASSOCIATES / FEB 2018 - PRESENT / ACCOUNT EXECUTIVE, DIGITAL PUBLIC RELATIONS

Lead in planning, designing, and executing strategic social media and digital marketing campaigns. Managed both client and company social media accounts and effectively monitored analytics using Google Analytics and other built-in social tracking tools. Created and managed social media content calendars for various clients across a variety of sectors. Drafted press releases and Op-eds and served as main media contact on several client teams. Developed and implemented website and SEO strategy for various clients in both Public Relations and Government Relations practices. Implemented graphic design, branding and creative strategy for clients using Adobe InDesign and Canva. Lead in production, editing, and social promotion of company weekly podcast @OAonAir.

THE COMMONWEALTH OF MASSACHUSETTS / SEPT 2017 - DEC 2017 /
COMMUNICATIONS INTERN FOR STATE REPRESENTATIVE PAUL BRODEUR

Spearheaded a social media plan to enhance the Reps social media presence by drafting copy and creating original visual and graphic elements for Facebook, Instagram, and Twitter. Used tools such as Hootsuite for social media scheduling. Performed and delivered weekly progress audits by using built-in analytics tools to track progress. Worked collaboratively with staff to answer and manage constituent phone calls and requests. Effectively delivered and tracked daily news clips.

THE NEW HAMPSHIRE DEMOCRATIC PARTY / MAY 2017 - AUG 2017 / COMMUNICATIONS INTERN

Drafted weekly Op-eds and LTE's to help the NHDP with their mission to help elect more Democrats in New Hampshire. Worked closely with Communications Director to implement social media strategies to increase following and social media presence by writing original copy and creating graphic elements using InDesign and Canva. Performed daily news clip searches to deliver to staff. Canvassed in northern NH for the Kevin Kavanaugh for State Senate campaign.

SKILLS

Adobe InDesign / Adobe Premiere / Adobe Spark Post / Adobe Audition / Hootsuite / Sprinklr /
Sprout Social / Canva / Google Analytics / Google Ads / Brand24 / WordPress / WIX