

Ashley Ritter

313 Power Street, Akron Ohio, 44311

614-581-6360

anr60@zips.uakron.edu

EDUCATION

The University of Akron, **Bachelor of Communication: Public Relations, Minor in Sales and Marketing Technology**

Anticipated May 2017

Accumulative GPA: 3.478 Cum Laude

INTERNSHIP EXPERIENCE

Road Racing Intern - Hermes Sports and Events - 2425 W 11th Street #2, Cleveland, OH 44113

May 2016-August 2016

- Planned, organized and staffed races and events for the Cleveland area and Susan G. Komen Race for the Cure
- Assisted with the creation of permits and event space for outside areas around Cleveland and Akron Ohio
- Coordinated race event details with local media outlets and company sponsors
- Created marketing material and flyers about race sponsors and event specials

Marketing Intern - Zips Athletics Marketing Department - 373 Carroll Street, Akron, OH, 44325

August 2015-January 2016

- Promoted student involvement through collaborative relationships within the sporting games at The U of A
- Created and sent marketing materials/posters out to target public
- Communicated with local Akron school districts to promote attendance to events and games

Public Relations Intern - Summit County Historical Society - 550 Copley Road, Akron, OH, 44320

May 2015-August 2015

- Created advertisements about upcoming events to local newspapers
- Wrote and executed social media campaigns to increase target audience awareness

WORK EXPERIENCE

President - The Zips Programming Network - 303 Carroll Street, Akron, OH 44325

May 2016-Present

- Supervise and manage seven Executive Board members
- Create and execute a budget plan of \$150,000 used to fund over 60 events
- Coordinate and schedule event spaces for over 60 events across The University of Akron

Video Board Coordinator - Akron Athletics Zips Vision - 373 Carroll Street, Akron, OH 44325

January 2016-Present

- Facilitate and record the live stream for all Akron Zips home games
- Direct cameras during a live show for fans watching live and online

Content Creator - The Odyssey - 79 Madison Ave, New York, NY 10016

May 2016-August 2016

- Wrote articles about the entertainment around the Northeast Ohio area
- Edited and provided feedback on articles before publication

Marketing Chair - The Zips Programming Network - 303 Carroll Street, Akron, OH 44325

May 2015-May 2016

- Wrote and utilized social media posts and strategies for the target public
- Promoted, marketed, and planned events to increase brand awareness while also increasing attendance

Promotions Director - The University of Akron Z-TV Television Station - 328 Buchtel Common, Akron, OH 44304

January 2015-Januray 2016

- Planned events for recruitment, banquets and other special events
- Ran and wrote for six social accounts and promoted viewership for the six shows through digital marketing

Point of Sale Associate - Kohl's Department Store - 4240 Kent Road, Stow, OH 44224

May2015-August 2015

- Provided excellent customer service to customers and sales assistance
- Answered customer questions on phones and have knowledge of a cash register

UNDERGRADUATE INVOLVEMENT

Hermes Sports and Events Road Race Coordinator

January 2017-Present

Admissions Visit Day Student Panel Member

January 2017-Present

SpringFest Event Planning Committee and Volunteer

June 2016-Present

American Marketing Association - Vice President of Communications

May 2016-Present

Public Relations Student Society of America

August 2013-Present

Google Online Marketing Challenge Participant

January 2017

PGA WGC Bridgestone Imitational Social Media Caddie

July 2016

Content Marketing World Conference and Expo Student Leader

September 2016

Black History Month Planning Committee

November 2016-February 2017

Z-TV Television Station - Sports Reporter

January 2015-August 2015

VOLUNTEER AND COMMUNITY SERVICE

Summit County Historical Society Media Volunteer

March 2017

Zips for St. Jude Fundraising Team

December 2016

Akron-Canton Regional Foodbank

August 2015

Make a Difference Day

October '13,'14,'15,'16

Alternative Spring Break: Forest Animal Rescue

March 2016

Alternative Spring Break: North Carolina Coastal Federation

March 2015

Rockin' on the Run 5k and 1 Mile Walk

May '14,'15

AWARDS

University of Akron Homecoming Royalty

October 2016

Phi Sigma Alpha Honorary Society

July 2016

Odyssey Most Read Community Article of the Month

June 2016

Rosetta Digital Marketing Competition Winner

November 2015

Hootsuite Certified

January 2015

Emmy Award for Z-TV Akron After Hours

May 2015

Z-TV Rising Star Award

May 2014

Software Skills - Experience with Adobe After Effects, Illustrator, Photoshop, InDesign, Premiere, and Microsoft Office Excel and Publisher