

PORTFOLIO



EDUCATION

MASTER OF ARTS

Interactive Media
Elon University | NC
May 2015

BACHELOR OF ARTS

* Magna Cum Laude *
Mass Communication
NC Central University | NC
May 2014

TOP SKILLS

- Content Development
- Event Planning
- Digital Communications
- Corporate Fundraising
- Community Engagement
- Website Development

AWARDS

2023 YP SELECT DISTINGUISHED AWARD (WESTERN REGION)
National Urban League Young Professionals
Membership & Marketing
Jul 2023

2017 SHORTY AWARD
Best Social Good Campaign:
Major Keys
In partnership with DJ Khaled
Apr 2017

2017 CYNOPSIS AWARD
Best Digital Media Campaign:
HBCU Snapchat Tours
In partnership with BET Network
Mar 2017

ASHLEY PUGH

COMMUNICATION & ENGAGEMENT EXPERT



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ashpdigital.com

PROFILE

I am a dedicated communications professional with 8+ years of experience developing comprehensive story telling content and digital media strategies; implementing local and national community engagement campaigns; and building external relationships to drive support for programmatic initiatives uplifting marginalized communities.

EXPERIENCE



DIRECTOR OF COMMUNICATION & EXTERNAL AFFAIRS

Urban League of Metro. Seattle | Seattle, WA | JUL 2021 - Present

Highlights: **(1)** Developed and managed the agency's content development, digital communications, and brand awareness strategies; **(2)** Planned and executed high-level events and partnership collaborations to foster community engagement, including the agency's signature annual fundraiser; **(3)** Established external relationships with sponsors, partners, key stakeholders, and community members to drive support for the agency's programmatic initiatives and essential services; **(4)** Relaunched, rebranded, and managed the agency's external engagement projects, including its volunteer program, Black business directory, and young professionals auxiliary group.

CONTENT DEVELOPMENT MANAGER

Urban League of Metro. Seattle | Seattle, WA | MAY 2019 - JUL 2021

Highlights: **(1)** Promoted the agency's brand awareness and public recognition through a mix of creative storytelling, original content creation, custom branded merchandise, and digital communication strategies; **(2)** Redesigned, organized, and maintained the agency's website, including the implementation of digital forms, tools, and custom web features; **(3)** Provided regular reports to leadership, board members, and key stakeholders while using analytics to adjust digital strategies as needed.



ASSISTANT MANAGER OF DIGITAL CONTENT

The Get Schooled Foundation | Seattle, WA | SEPT 2016 - MAY 2019

Highlights: **(1)** Developed cross-channel digital and social marketing campaigns targeting 11,000 middle and high schools nationally; **(2)** Produced timely videos, articles, infographics, flyers, and other digital graphics/assets as needed; **(3)** Designed and maintained the agency's website, including the implementation and management of gamified web tools.



MULTI-MEDIA SPECIALIST

NC Central University | Durham, NC | AUG 2013 - AUG 2014

Highlights: **(1)** Maintained the university's official social media platforms to foster student, faculty, and local community engagement; **(2)** Produced visual media projects to align with university campaigns & initiatives.