# **PORTFOLIO**



## **EDUCATION**

MASTER OF ARTS Interactive Media Elon University | NC May 2015

\* 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

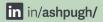
**2017 SHORTY AWARD**Best Social Good Campaign:
Major Keys
In partnership with DJ Khaled
Apr 2017

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

# **ASHLEY PUGH**

COMMUNICATION & ENGAGEMENT EXPERT









#### **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 - Pesent

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

<u>Highlights:</u> (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.