

ASHLEY RAGLAND

www.ashleyragland.com 
Irvine, California 

Experienced Marketing & Communications professional. My background in copywriting & project management enables efficiencies to be established, deadlines to be met, and exceptional work to be delivered.

EXPERIENCE

FUJIFILM IRVINE SCIENTIFIC

AUGUST 2019 - PRESENT

Creative Project Manager & Media Buyer

- Creative project manager for Marketing & Communications, oversee projects across two lines of business and six product lines; Manage all project lifecycles from inception to completion via JIRA project management system
- Manage Media & Advertising purchasing, budgeting, and project management for Company-wide initiatives; oversee an annual budget of \$1 Million
- Partner with Creative Director to manage and traffic all projects and resources to ensure timely delivery of projects
- Manage communications with stakeholders related to project kick-off meetings and presentations providing updates and overseeing bi-weekly meetings to review project timelines and deliverables
- Partner with Product Line Managers and Marketing Managers to oversee the creative process as well as keep messaging on-brand and consistent in style, quality, and tone of voice within all projects and content
- Partner with legal, regulatory, and compliance on all projects to ensure production per company quality procedures and processes

Marketing & Communications Specialist

- Develop, edit, design, and execute all internal communications projects, including executive communications, newsletters, email, posters, company updates, HR communications, and more
- Project manage marketing & communications projects via JIRA, partner with stakeholders across the organization
- Source, negotiate, project manage, and complete all advertising and media projects
- Partner with legal, regulatory, and compliance on all communications and content to ensure production per company quality procedures and approval processes
- Ensure all the Marcom department's content is on-brand and consistent in style, quality, and tone of voice
- Agency, vendor, and contractor management

VANS

APRIL - AUGUST 2019

Retail Operations Project Coordinator | Temporary

- Provide administrative support to multiple stakeholders in the Retail Operations division
- Coordinate and organize meetings and scheduling related to high-profile, high-engagement events within the Company
- Disseminate information, manage budgets, tracking, project management, travel booking, branding, phone management, take minutes, provide general administrative support, provide research and support for additional special projects

TYPELAB

March 2018 - January 2019

Project Manager

- Handle accounts, project management, create timelines, maintain budgets, copywriting, copyediting, scheduling
- Responsible for 100% of the workflow at the Agency, providing focus, and maintaining schedules while meeting deadlines
- Manage projects through the entire lifecycle - enhance production process for optimum efficiency and profitability, traffic all external requirements with vendors. Process all estimates, invoices, and manage open/closed jobs

LOANDEPOT

July 2017 - March 2018

Social Media Manager

- Manage execution of all enterprise social media initiatives, including Facebook, Twitter, YouTube, LinkedIn, and Instagram
- Program Manager for daily reputation management and customer care triage via social channels and review sites
- Partner with executives and C-suite on executive communications via social channels, including video production

STRENGTHS

Project Management
Media Planning
Internal Communications
Communications
Copywriting
Social Media
Marketing
Copyediting
Research
Customer Service

TECHNICAL

JIRA
Google Suite
Microsoft Office
SalesForce
Social Media
CRM
CMS
Type 100+ WPM
Marketo
MailChimp

LANGUAGES

English
Spanish (Intermediate)

EDUCATION

Arizona State University

Bachelor of Arts, English
Magna Cum Laude

Minor, Spanish Language

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EXPERIENCE

IRVINE COMPANY | OFFICE PROPERTIES

September 2016 - June 2017

Manager, Customer Communications

- Manage all internal communications related to company office property portfolio
- Work with Marketing, Operations, and Leasing teams to facilitate communication on-brand and in line with business goals
- Responsible for project management across divisions, including deliverables on creative and messaging

OSTECHNICAL

January - September 2016

Marketing & Communications Manager

- Project managed the launch of newly branded Company OSTechnical and new website OSTechnical.com
- Developed content for thought leadership; managed company social media and website
- Established and maintained brand standards for marketing materials and communications

THE CREATIVE GROUP

October 2014 - January 2016

Marketing Contractor

- Manage all production and publication of marketing content related to software products and thought leadership within the help desk industry
- Created content strategy designed to drive inbound leads as well as customer success
- Project Manage web-based and digital projects from inception to completion: schedules, data requests, assignments, tasks, and project meetings

KEYEDIN SOLUTIONS

August 2013 - September 2014

Customer Accounts Manager, Manufacturing

- Managed over 80 customer accounts covering two lines of software products, generating over \$250,000 in revenue

3DAY BLINDS

January 2011 - July 2013

Marketing & Merchandise Coordinator

- Coordinated projects for Marketing and Merchandising.
- Managed sampling, product updates, competitive analysis, branding, and records
- Created branded content for marketing campaigns, maintained results

THE WALT DISNEY COMPANY | ESPNZONE

January 2003 - June 2018

Production Lead

- Provide all visitors and guests with the Ultimate Viewing Experience
- Manage team of 6 including training
- Manage all a/v and technical needs within the ESPN Zone location
- Produce local television events
- Responsible for maintaining production team schedules, television schedules and tracking
- Provide immediate response and fulfillment for guest requests from restaurant staff
- Maintain a/v levels within the building, aimed at comfort for guests while maintaining standards
- Administrative duties including scheduling, expense reports, employee reviews, presentations
- Work directly with sales and marketing on all in-house events
- Produce live television segments for ESPN, ABC, Fox Sports, and more
- Assist with private events at the Disneyland Resort