

# ASHLEY SELZER

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amarieselzer@gmail.com

985-201-5031

Willing to Relocate

## Work Experience

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### Junior Account Manager - The Moran Group

*Nov. 2023 - Present*

- Manage multimedia campaigns acting as a liaison for multiple clients in diverse industries, including food and beverage, home furnishings, and automotive sales
- Engage in proactive, professional communication with key stakeholders via email, phone, and Zoom
- Analyze key performance indicators and present them at client meetings
- Coordinate holistic marketing efforts with the digital, media, and creative departments within the agency and delegate tasks to team members

### Digital Media Manager - The Dance Project

*Jan. 2023 - Present*

- Create and manage Facebook and Instagram dance and lifestyle content, which increased overall post reach by 200% in the first 3 months
- Create engaging video and graphic content motivated by trends to continually drive website traffic and increase social media following by using social listening skills to extract consumer insights
- Capture and organize photo and video assets at special events to create trend-conscious social media posts
- Monitor, track, and present analytics at monthly meetings with supervisor and recommended new initiatives that align with marketing goals

### Food & Beverage Coordinator - Walt Disney World

*Oct. 2021 - Jan. 2023*

- Facilitated interpersonal relationships with cast members and leadership through empowering team members to provide excellent customer service and promoting team cohesion with all cast members
- Managed day-to-day operations for maximum workload efficiency through computer-based management information systems with the monthly goal of increasing guest satisfaction by 5%
- Documented accurate monetary reporting for all food and beverage operations across the Port Orleans Riverside Resort and reconciled daily cash receipts in amounts up to \$50,000

### Mission Assistant - Susan G. Komen Louisiana

*Aug. 2019 - Mar. 2020*

- Collaborated with Mission and Outreach Director on marketing strategies for the 56 parish service area for the Komen Louisiana brand and promotion of sponsored services
- Created graphic content for social media advertising, including presentations and promotional materials for the 2020 Metastatic Breast Cancer Conference, following a detailed brand style guide

## Professional Skills

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- Customer Service
- Interpersonal & Team Communication
- Team Leadership
- Asana Project Management
- Pitches & Presentations
- Public Speaking
- Social Media Management
  - Meta & Instagram Creator Tools
  - Hootsuite Social Marketing Certification
  - Google Analytics (GA4)
- Audio & Visual Editing
  - Final Cut Pro
  - Adobe Creative Suite
- Journalistic & Creative Writing
- Social Media Copywriting
- Mac & Windows OS

## Education

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### University of Central Florida

*Class of 2022*

M.S in Hospitality Management (*Event Management*)

### Louisiana State University

*Class of 2019*

B.A in Mass Communication (*Digital Advertising*)