

ASHLEY STAGGERS LEE

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... seeking a career in marketing communications by capitalizing on strengths in *verbal* and *visual* **COMMUNICATION, DESIGN, MARKETING & ORGANIZATION.**

HIGHLIGHTS

- Extensive success in *targeted & persuasive communication* with individuals and groups 2-200.
- Professional presentation skills, with experience in *promoting employer's agenda*.
- *Creative, high-energy* self-initiator who is most rewarded by challenging assignments.
- Equally comfortable working *independently* or in sharing goals as contributor to a *project team*.

EXPERIENCE

Program Advisor *West Virginia University • January 2006-June 2012*

- Managed 22 Greek organizations (approximately 1,500 students).
- Coordinated advertising, marketing, and public relations efforts to increase numbers and strengthen relations between the Greek system and the campus/community. This included developing campaigns, event planning, social media, and writing press releases.
- Worked with the media and served as a spokesperson for Greek affairs.
- Collaborated on the development of a comprehensive Greek housing program, a \$20M effort with an annual budget over \$3M. Extensively involved in the day-to-day management of this program.
- Developed, implemented, and managed a retention initiative for the housing program.
- Strengthened the Greek community's online brand image through the use of social media.
- Designed ads, brochures, and promotional materials.
- Developed and planned quarterly alumni meetings in an effort to keep strategic stakeholders active and engaged in the department's efforts.
- Extensive event planning experience.
- Developed and implemented a comprehensive chapter assessment program that evaluates scholarship, leadership, community service, and philanthropy.
- *Outcome:* Increased recruitment numbers by 36%. Increased retention rates to 89%, which is 33% higher than the campus average. Increased attendance at Meet the Greeks, an annual PR event, by 150% within my first year. Heightened the Greek community's emphasis on community service and philanthropy; last year Greeks performed over 30,000 community service hours and raised over \$85,000 for various charities, causes and non-profits.

Accounts Payable *Anker Energy (now ICG) • May 2005-January 2006*

- Receiving agent for several different mines. Entered payroll in E-Time and Excel for approximately 200 employees. Prepared various reports. Wrote copy for newspaper and radio ads promoting a hiring event.

Intern *Blues Alley Music • Summer 2004*

- Collaborated with promotions for label's artists. Developed *The Insider*, the label's entertainment based magazine. Designed layouts and selected content for *The Insider*. Designed CD covers for label's artists.
- Adobe Photoshop & PageMaker; Quark; Paint.Net; Microsoft Publisher, Word, Excel & PowerPoint; STAR Banner

EDUCATION

M.S. Integrated Marketing Communications *West Virginia University • Summer 2009*

- Perley Isaac Reed School of Journalism GPA: 4.00 / 3.61

B.S. Advertising *West Virginia University • May 2005*

- Perley Isaac Reed School of Journalism GPA: 3.62 / 3.31

LEADERSHIP

Dance Team Advisor *West Virginia University • 2008-2012*

- Oversee all managerial aspects of the team. This includes interviewing and hiring coaches, planning try-outs, managing the budget, overseeing fundraising efforts, and logistics for competing at Nationals.

Council for Women's Concerns *West Virginia University • 2011-2012*

- Appointed by the Office of the President of West Virginia University.