

Ashley Spencer Busenlener

EDUCATION

University of Southern California – Los Angeles, CA

Master of Science in Marketing

May 2022

Bachelor of Arts in Theatre; Minor in Public Relations

May 2019

EXPERIENCE

Hero Theatre - Los Angeles, CA

Sept. 2018-present

Director of Communications & Associate Producer

- Created strategic marketing plan for launch of 2021-2022 season, resulting in a sold-out opening event
- Managed the social media pages including Facebook, Instagram, and Twitter with steady 5% growth monthly
- Generated ideas for creative materials and managed graphic/web designers and video editor
- Organized interviews, schedules, and orientation for our summer 2021 Mentorship Program

KidFocus - Los Angeles, CA

Jan. 2021-Apr. 2021

Marketing Assistant

- Managed communication and recruitment for influencers, increasing influencer count by 100% over 3 months
- Curated content and wrote copy for Facebook, Instagram, TikTok & YouTube, increasing IG following by 30%
- Created a strategic marketing plan and department budget to increase profit by over 100% by end of Q4

Marketing Content Developer & Games Designer

- Created a multi-step plan for launching our social media to create brand awareness and community engagement
- Created internal master excel sheet organizing various marketing campaigns to streamline the launch of campaigns
- Researched & managed content/platform database, PR database and define best practices for sharing content
- Designed games and wrote narrative for a nation-wide, interactive online experience with 400 participants

Universal Pictures Home Entertainment - Los Angeles, CA

Sept. 2018- Dec. 2018

Catalogue Brand Marketing Intern

- Assisted on a global strategy plan for Universal's direct-to-video portfolio, researching *Chucky* and *Lego* movies and creating sales deck for *Curious George* franchise highlighting seasonal, social and drafting opportunities
- Created a social posting recommendation deck for *Mariah Carey's All I Want for Christmas is You* film timed to the holidays with suggested GIFs/static images and copy/hashtags and worked with cross functional teams to implement on the film's Facebook page where the posts garnered 1.2K to 3.7K views
- Assisted in redesign and compiled assets and copy for monthly global newsletter, which rated as a top resource for international territories
- Researched and developed a global social media guidelines deck covering top platforms, usage, and trends

Wallis Annenberg Center for the Performing Arts - Los Angeles, CA

June 2018- Aug. 2018

Marketing & Public Relations Intern

- Researched and managed press list and drafted and sent pitches to reporters, resulting in two features on the show
- Drafted and scheduled social media posts on Sprout
- Wrote articles for newspaper advertisements, highlighting upcoming productions

University of Southern California Office of Civic Engagement - Los Angeles, CA

Apr. 2017-May 2019

Social Media Assistant

- Developed a communications plan for the formation of department's social media
- Created database of social media platforms for 200+ associated partner organizations
- Proposed and implemented changes to update Twitter and website
- Interviewed and help select graphic designer to augment the department

SKILLS

- Technical: Proficient in Microsoft Office Suite, Adobe Photoshop, Wix, Weebly, Mailchimp, Google Ads, Canva
- Social Media (Analytics and Ads): Facebook, Instagram, Twitter, YouTube, Hootsuite, Sprout Social