

DOMINIQUE ASHLYN PEREZ

DIGITAL MARKETING | PUBLIC RELATIONS | SOCIAL MEDIA | DESIGN

PREFERRED NAME: ASHLYN

EXPERTISE

Digital Marketing

Social Media

Design Process

AP Style

Adobe Creative Cloud

- Dreamweaver
- Illustrator
- InDesign
- Photoshop

Microsoft office

- Excel
- Outlook
- PowerPoint
- Word

HTML and CSS

CMS

- WordPress
- Squarespace
- RubyLaw
- Ning
- Blox

Customer Service

SKILLS

- Excellent communicator
- Multitasking, prioritizing and using time management skills to work on several projects simultaneously
- Preparing press releases and media advisories
- Thriving in a fast-paced environment and under minimal supervision
- Working both individually and as part of a team
- Organizing internal and external events

EDUCATION

Auburn University 2016

Bachelor's in Public Relations
Communications

d.ashlynperez

JOB EXPERIENCE

MARKETING COMMUNICATIONS COORDINATOR

PILLSBURY WINTHROP SHAW PITTMAN LLP

NOVEMBER 2016-PRESENT

- Coordinate marketing collateral content updates between the Marketing Communications team, Graphic Design team and Marketing Technology team
- Write media coverage items for PillsburyLaw.com
- Manage marketing collateral requests
- Coordinate and track firm digital ads (Google AdWords)
- Draft press releases for dissemination on the firm's website and other relevant media
- Post items to firm's social media (Hootsuite)
- Edit and post to firm's external website and various extranets
- Prepare firm's internal newsletter for circulation
- Ensure marketing materials are up-to-date on firm's internal network and on the firm's external website
- Track, tag and organize the firm's press clips (TrendKite)

DIGITAL CONTENT COORDINATOR

METROPOLITAN NASHVILLE PUBLIC SCHOOLS

AUGUST – NOVEMBER 2016

- Coordinated a cohesive marketing strategy across district website and social media
- Daily maintenance of district and school websites
- Managed district social media, including Facebook and Twitter accounts
- Edited all materials put out by the communications department
- Wrote material for social media and the district blog
- Helped prepare press releases and media advisories

COMMUNICATIONS CONSULTING INTERN

JARRARD PHILLIPS CATE & HANCOCK

MAY – AUGUST 2016

- Participated in team and client meetings by asking relevant questions, brainstorming and pitching ideas
- Helped with client content strategy
- Collaborated with other team members to research, develop and distribute communications materials for clients

PUBLIC RELATIONS INTERN

SCARLET & GOLD

AUGUST 2015 – MAY 2016

- Connected with bloggers and celebrities to promote Scarlet & Gold through social media
- Wrote and edited content for Scarlet & Gold's social media and blog
- Arranged giveaways with influencers and other brands
- Increased the brand's Instagram following by 500 followers a week

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