

DOMINIQUE ASHLYN PEREZ

PUBLIC RELATIONS | SOCIAL MEDIA | DESIGN | MARKETING

PREFERRED NAME: ASHLYN

SKILLS

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- 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
- WORKING BOTH INDIVIDUALLY AND AS PART OF A TEAM
- WRITING FOR SOCIAL MEDIA AND FOR REPORTING
- ORGANIZING INTERNAL AND EXTERNAL EVENTS

EXPERTISE

ADOBE CREATIVE CLOUD

- DREAMWEAVER
 - ILLUSTRATOR
 - INDESIGN
 - PHOTOSHOP
- MICROSOFT OFFICE
- EXCEL
 - OUTLOOK
 - POWERPOINT
 - WORD

HTML

CSS

CMS

- WORDPRESS
- SQUARESPACE
- RUBYLAW
- NING
- BLOX

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

- WRITE MATERIAL FOR THE FIRM WEBSITE'S "MEDIA COVERAGE" SECTION
- DRAFT PRESS RELEASES FOR DISSEMINATION ON THE FIRM'S WEBSITE AND OTHER RELEVANT MEDIA
- HELP ORGANIZE AND DISTRIBUTE THE FIRM'S BIWEEKLY INTERNAL NEWSLETTER, INSIDE PILLSBURY
- FULFILL MARKETING REQUESTS FOR COLLATERAL AND OTHER MARKETING MATERIALS
- ENSURE MARKETING MATERIALS (FACTSHEETS, BROCHURES, BIO SHEETS, ETC.) ARE UPDATED ON FIRM'S INTERNAL NETWORK
- PROCESS INVOICES AND EXPENSE REPORTS FOR PAYMENT

DIGITAL CONTENT COORDINATOR

METROPOLITAN NASHVILLE PUBLIC SCHOOLS

AUGUST – NOVEMBER 2016

- DAILY MAINTENANCE OF DISTRICT AND SCHOOL WEBSITES
- EDIT MATERIALS TO BE PUT OUT BY THE COMMUNICATIONS DEPARTMENT, OTHER DISTRICT DEPARTMENTS AND INDIVIDUAL SCHOOLS
- WRITE MATERIAL FOR SOCIAL MEDIA AND THE DISTRICT BLOG, CHILDREN FIRST
- THRIVING IN A FAST-PACED ENVIRONMENT

COMMUNICATIONS CONSULTING INTERN

JARRARD PHILLIPS CATE & HANCOCK

MAY – AUGUST 2016

- PARTICIPATE IN TEAM AND CLIENT MEETINGS BY ASKING RELEVANT QUESTIONS, BRAINSTORMING AND PITCHING IDEAS
- COLLABORATE WITH OTHERS TO RESEARCH, DEVELOP AND DISTRIBUTE COMMUNICATIONS MATERIALS FOR CLIENTS

PUBLIC RELATIONS INTERN

SCARLET & GOLD

AUGUST 2015 – MAY 2016

- CONNECT WITH BLOGGERS AND CELEBRITIES TO PROMOTE SCARLET & GOLD THROUGH SOCIAL MEDIA
- WRITE AND EDIT CONTENT FOR SCARLET & GOLD'S SOCIAL MEDIA
- GIFT BLOGGERS AND CELEBRITIES WITH SCARLET & GOLD PRODUCTS
- ARRANGE GIVEAWAYS WITH OTHER BRANDS
- ACQUIRE SPONSORS FOR THE BRAND'S BOX OF GOLD
- INCREASE THE BRAND'S INSTAGRAM FOLLOWING BY 500 FOLLOWERS A WEEK

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