

Ashley Marie Funderburk

Profile

Driven and passionate public relations student with real world experience in a student-run firm setting with both on- and off- campus clients.

Skilled areas include social media, event planning, media relations and campaigns.

Distinguished communication skills and well-rounded leadership skills.

Advanced knowledge in intercultural communication, interpersonal communication and public speaking.

Organized team member that is extremely motivated and highly detail-oriented.

Education

Western Carolina University

Bachelor of Science in Music Education

Cullowhee, NC

December 2015

Concentration: Instrumental Music - French Horn

Bachelor of Science in Communication

Concentration: Public Relations

Minor: Hospitality and Tourism

Experience

Catamount Communications (WCU Student-Run PR Firm)

Firm Director

Cullowhee, NC

April 2010- Oct. 2011

- Aided in raising firm membership by 76% during my time as director
- Led weekly meetings with staff and executive board members
- Created and maintained social media that consisted of the Facebook page, Twitter account and Wordpress blog
- Implemented and executed new strategies to promote student involvement
- Created three new executive board positions to aide in future plans for the firm

The Town of Dillsboro Campaign

Team Member

Dillsboro, NC

Sept. 2010- Dec. 2011

- Organized a successful event with team members titled "Destination: Dillsboro!" that attracted 250+ attendees from the Western Carolina University community
- Planned and implemented a Twitter scavenger hunt for the event that seven teams participated in
- Attended WCU and Dillsboro Partnership meetings, town meetings and team meetings regularly throughout the campaign

Tech and Social Skills

CMS Platforms: Wordpress, Tumblr

Analytics: Google Analytics, Klout, Crowdbooster

Software: Constant Contact, iContact, Evernote, Dropbox, Microsoft Word, Excel, PowerPoint, Adobe InDesign, Adobe Photoshop, Publisher, iMovie, GarageBand

Social Media: LinkedIn, Twitter, Facebook, About.me, Wordpress, Tumblr, Foursquare, Gowalla, SCVNGR, YouTube, Meetup, Skype, Pinterest

Activities

PRSSA Member: September 2009- Present

#PRStudCast Co-Host: October 2010- April 2011

PRSSA Vice President: April 2010- April 2011

Kratz PR & Management Social Media Director: June 2010- January 2011

Public Relations Liaison for WCU Relay For Life: April 2010- August 2011

PRSSA National Conference: October 2010

Dillsboro Social Media Class Co-Host: March 2010

Real World PR, Georgia: February 2010, February 2011

Catamount Communications: January 2010- October 2011

PRSSA PR Jobs and Internships Director: January 2010- April 2010

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