

A S H T O N S O T I R O

Digital Marketing Professional

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Digital marketing specialist with an eye for design and an approach that combines creativity with analytics. Experienced in social media management, creative strategy, storytelling, and content creation. Skilled photographer and videographer. Recognized for the ability to produce strategic results and assimilate quickly to fast-paced working environments.

EDUCATION

| Bachelor of Science,
| Hospitality and Tourism
Management &
Marketing Management
Virginia Polytechnic Institute and
State University (Virginia Tech)
2015 — 2019

| Semester Abroad,
| Combining Theory & Practice
Virginia Polytechnic Institute and
State University (Virginia Tech)
2018

SKILLS

| Professional

Analytical Thinking
Art Direction
Business Development
Communication
Creative Storytelling
Database Management
Marketing Analytics
Presentation Skills
Project Management
Strategic Planning
Social Media Management
Technical Writing

| Technical

Adobe Creative Suite
Google Analytics
HeyOrca!
Microsoft Office
Photography and Videography
Spark Augmented Reality
Wix
WordPress

WORK EXPERIENCE

Social Media Specialist

Design Army / Washington, DC / June 2019 – June 2020

Built social media strategies and managed day-to-day planning for 10 accounts, local and international, for clients including Bozzuto, Tishman Speyer, and Hong Kong Tourism Board.

- Managed planning and strategy for platforms including Instagram, Facebook, Twitter, TikTok, LinkedIn, and Pinterest.
- Worked closely with content designers to create advertising collateral.
- Photographed client products and events to be distributed on social media channels.
- Communicated performance metrics with clients and stakeholders including audience analytics, industry trends, and campaign performance in terms of sales.
- Exercised working knowledge of the full Adobe Creative Suite (InDesign, Photoshop, Premier Pro, etc), as well as tools including Google Analytics and HeyOrca.

Vice President - Communications

The Virginia Tech Union / Blacksburg, VA / April 2018 – April 2019

Managed all marketing, public relations, and communications efforts for Virginia Tech's largest student event programming board.

- Increased social media audience by 125%, successfully growing an active online community with heightened engagement and reach.
- Developed and implemented branding guidelines, digital marketing strategies, and press protocols for the organization.
- Managed an annual budget of \$4,500 for merchandise, print advertisements, paid ad campaigns, and sponsorships.
- Oversaw graphic design and web design departments by directing creative and messaging elements, ensured due dates and creative fulfillment to event directors.
- Trained and led a dedicated team of 6 event photographers and videographers.
- Organized external press for all events, wrote and released press statements.

Marketing Administrator

NoMo SoHo / New York, NY / May 2018 – August 2018

Managed digital marketing department for the luxury hotel and restaurant by running official social media accounts and initiating collaborations with neighboring businesses.

- Increased social media audience by 35% and drove engagement rate up by 40%
- Collaborated closely with the Creative Director to establish new marketing initiatives that align with the brand guidelines.
- Worked with revenue team to ensure communication on third party Online Travel Agency sites is maintained and accurate information is displayed.
- Managed social media with relevant information and media regarding packages, events, promotions, and general operations.