

Communications professional with a background in strategic messaging, media relations, digital communications, and stakeholder engagement across fast-paced and mission-driven environments. Experienced in developing executive communications, managing public-facing initiatives, and crafting impactful storytelling strategies that enhance brand presence and audience engagement.

## EMPLOYMENT HISTORY

MAY 2025

### Senior Communications Account Manager, Florida International University Honors College

- Developed and maintained social media and communications SOPs to improve content consistency and shorten approval cycles with measurable results.
- Collaborate with FIU Strategic Communications, colleges, and departments to increase the frequency and depth of Honors College features across FIU News, social media, email marketing, and internal storytelling platforms.
- Produced monthly feature stories showcasing Honors College initiatives, student success, faculty accomplishments, and alumni impact.
- Developed press releases, media advisories, and crisis communication materials to support organizational messaging and media relations efforts.
- Led the overall redesign and refresh of the organization's website, overseeing content strategy and collaborating closely with the web development team.
- Led social media content planning and execution, producing engaging digital content supported by basic photo and video editing.
- Managed scheduling and oversight of multiple weekly Honors College newsletters, improving delivery reliability and reader engagement metrics.
- Maintained a unit-wide deadline and events calendar to synchronize scheduling and communications objectives across teams.
- Developed monthly social analytics reports in HootSuite and Quantitative Research to guide content scheduling.
- Supervised social media student assistants, including training, scheduling, and payroll management.
- Increased Instagram following by 57.8% and interactions from non-followers by 12.2%.

OCT, 2022 – MAR 2025

### Junior Writer, Florida International University Division of Strategic Communications of Govt. & External Affairs

- Drafted initial executive speeches, scripts, and memos that improved clarity and audience engagement.
- Assist the Director of Communications create and deliver engaging written content that speaks to a variety of audiences, such as students, teachers, staff, alumni, community supporters, and local media.
- Edited and revised monthly departmental newsletters to improve overall aesthetics and readability, resulting in higher open and engagement rates.
- Managed executive communications workflow and team calendar to streamline deadlines and improve response times.
- Contributing journalist for the university's online news platform.
- Contributed journalism pieces to the university's online news platform that strengthened institutional storytelling.

AUG, 2022 – DEC, 2023

### Intern Account Supervisor , BOLD Agency

- Diverse client portfolio that included non-profits, healthcare, and education entities.
- Coordinated with ad copy, digital communications, and cross-functional team members to meet deadlines and improve campaign efficiency.
- Identify and pursue opportunities for organic growth within existing client accounts
- Collaborate with clients to create and implement innovative marketing campaigns that align with their goals and objectives.

MAY, 2022 – FEB, 2023

### Legal Aid Intern, City of San Francisco | San Francisco Department of Police Accountability (DPA), San Francisco, California

#### Legal Aid Intern

05/2022 – 03/2023 San Francisco, California

- Assisted in the review and analysis of police policies and procedures to ensure compliance with local, state, and federal laws and regulations.
- Assisted in the preparation and review of cases for possible legal action.
- Conducted legal research and analysis to support investigations and provide recommendations for policy improvements.
- Assist in organizing and maintaining case files and evidence to ensure easy accessibility and retrieval for legal proceedings.
- Assisted in the redaction and summarization of audio and video footage to protect confidential information and support legal investigations.
- Assist in conducting outreach and education programs to promote community awareness and understanding of the Department of Police Accountability and its services.

SEP, 2021 – APR, 2022

### B2B Communications Intern, Mcneil, Gray & Rice

- Coordinated client meetings and events with senior leadership.
- Managed client appointments and logistics to ensure timely follow-ups and meeting readiness.
- Drafted press releases and media materials to support client announcements and increase press coverage.

## EDUCATION & AFFILIATIONS

MAY 2025 – DEC 2026

### M.S. Global Strategic Communications, Florida International University, Miami

- Phi Kappa Phi National Honors Society

APR, 2022 – APR 2024

## **B.S, Mass Communications/Public Relations, Florida International University, Miami**

Program: Public Relations, Advertising, and Applied Communications (PRAAC)

- Cum Laude
- Studied cultural communication abroad in Zurich, Switzerland and Milan, Italy.
- Public Relations Student Society of America
- BOLD Agency Account Supervisor

JUN, 2020 – APR, 2022

## **Associates of Arts, Miami Dade College, Miami**

Associates of Arts in Journalism

**National Association of Black Journalist**

**Phi Kappa Phi National Honor Society**

**Public Relations Society of America**

## **SKILLS**

Microsoft Office Suites, Adobe Premier Pro, Reporting, Hootsuite, Written Communication, Quantitative Research, Press Releases, Canvas, Cision, Digital Communication, Social Media Analytics, MuckRack, Cascade, Critical Mention, Editing, Executive Communication, Crisis Management, AI Ethics, Content Creation, Brand Management

## **COURSES**

APR, 2023

**PR Media Monitoring: Foundations, Meltwater**

APR, 2023

**Marketing Research Fundamentals, SMstudy – Global Accreditation Body for Sales and Marketing Certifications**

MAR, 2020

**Hospitality Management Certification, Florida Atlantic University**

APR, 2023

**SEO Fundamentals | Content Marketing | Advanced Social Media , Hubspot**

## **LINKS**

[https://www.linkedin.com/in/ashleighfeather/:](https://www.linkedin.com/in/ashleighfeather/)  
[linkedin.com](https://www.linkedin.com)