

# Ashley Casey

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## RELEVANT EXPERIENCE

### **G{Code}**

**Boston, MA**

*Software Engineer Fellow*

**April 2023 - July 2023**

Selected into a competitive program covering the fundamentals of web development and data analytics. Collaborated within teams to develop and launch custom websites (built in HTML, CSS, JS, and Python).

- Navigated through multiple coding sites such as Visual Studio Code, Codepen, Figma, GitHub
- Implemented user-centric elements to enhance engagement and encourage positive user interactions.
- Designed interactive websites with responsible features readable across all platforms'

### **Safe Place for Our Tribe**

**Atlanta, GA**

*Digital Media Coordinator*

**April 2022- Present**

Utilized Excel to track engagement metrics. Leveraged insights to refine content strategy and maximize audience reach, resulting in 15% increase in social media engagement.

- Pitch, plan, and execute events, fundraising events and community service initiatives.
- Conducted A/B tests on different content formats and analyzed performance data to optimize content for higher user engagement
- Collaborated with diverse teams to align social media strategies with organizational objectives.

### **DoverStaffing, Inc**

**Atlanta, GA**

*Administrative Support Specialist*

**May 2022-Present**

Proficiently managed and organized extensive data related to office operations, vendor contracts, and new hire onboarding. Utilized Snowflake to analyze and maintain data, ensuring accuracy and efficiency in administrative processes.

- Prepared comprehensive reports and presentations to communicate key performance metrics, assisting management in making informed decisions regarding administrative and HR functions.
- Implemented data-driven solutions that resulted in improved workflow and enhanced overall office efficiency.
- Assist with payroll functions including processing, identifying errors, and distribution

### **Broadstreet + COVID-19 Data Project**

**Milwaukee, WI**

*Digital Design Intern*

**October 2020-March 2021**

Utilized data visualization techniques to create informative and engaging graphics representing COVID-19 data trends.

- Participated in weekly design meeting
- Created social media campaign and website images to promote Broadstreet's values and increase traffic to the COVID-19 Data Project.

## EDUCATION & CREDENTIALS

**Valdosta State University**

**Valdosta, GA**

**Bachelor of Science in Healthcare Sciences, Minor in Psychology**

**Technical Skills:** Python | Html | Css | Javascript | Microsoft Excel | Google spreadsheet | Github | Snowflake | Canva