

ASHLEY LIENHART

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Highly motivated communication graduate seeking job opportunities in the public sector. Interested in leveraging communication skills and leadership experience to contribute to the company's overall objectives and goals.

SKILLS

Microsoft Office
Digital Marketing
Water Giving Program
Marian Software
Excel Draw
Public Speaking
Detail Oriented
Customer Service
Bilingual in English and
Spanish
Events and Fundraising

RELEVANT COURSES

Communication and
Fundraising in Non-profits
Persuasion
Organizational
Communication
Statistics
Advanced Public Speaking

EDUCATION

COMMUNICATION, BS

University of Arkansas; Fayetteville, AR | 2014-2017 | GPA: 3.67
Chancellor's List, Dean's List, Lambda Pi Eta Honors Society

WORK EXPERIENCE

CONSTITUENT EVENTS MANAGER

Alzheimer's Association | Rogers, AR | 2019

- Served as staff lead for a portfolio of events including The Longest Day and RivALZ
- Actively recruited, trained, and supported high impact volunteers
- Represented Chapter at public events
- Provided support to overall fundraising operations to include volunteer management
- Offered customer service to constituents
- Managed and maintained association databases

MARKETING COMMUNICATIONS INTERN

Farmers Insurance | Russellville, AR | 2018

- Managed and monitored customer accounts
- Created potential client lists
- Improved office processes
- Created and managed a digital marketing plan, including social media
- Recommended insurance goals to clients

COLLEGIATE RAZORBACK FOUNDATION: PRESIDENT & EVENTS DIRECTOR

Razorback Foundation, Inc. | Fayetteville, AR | 2017-2018

- Increased club membership by 20%
- Organized early entry procedures for major sporting events
- Created a digital communication plan, including content and media calendar
- Coordinated events and activities for organization
- Cultivated and managed a team of individuals to carry out organization's goals
- Assisted with planning and operational procedures for major fundraising events
- Partnered with board executives on campaigns and mission statements

DISNEY COLLEGE PROGRAM: WATERCRAFT CASTMEMBER

The Walt Disney Company | Orlando, FL | 2016-2017

- Established communication with guests and coworkers
- Increased transportation efficiency and guest satisfaction
- Conducted transportation activities while upholding guests safety
- Recognized for above average work with 4-Four Keys Cards (Safety, Court

RELEVANT PROJECT EXPERIENCE

ANNUAL RED TIE GALA & AUCTION

Razorback Foundation, Inc. | 2014-2018

- Partnered with board executives to plan and organize a 600-attendee dinner and auction.
- Organized silent auction, including gathering auction items, taking inventory, entering items into a database, planning closing procedures, and communicating all plans to a large team.
- Managed all event volunteers.
- Supervised all aspects of event including silent auction, live auction, registration, special guests, and guest relations.
- Recruited donors, sponsors, and guests via phone calls, face-to-face interactions, and social media posts.

STRATEGIC FRAME ANALYSIS AND REFRAMING PROJECT

Non-profit & Storytelling Course | August 2017-December 2017

- Team member to research and analyze public health concerns, maximize local health care provider's programming database.
- Interviewed individuals to gain insight on the health care system at a local and national level.
- Conducted a media trend analysis of the health care providers current marketing plan.
- Created a "reframing" campaign for the organization, including a mock press release, community presentation, a production effort, and communication plan.

FUNDRAISING ADVANCEMENT SIMULATION

Communication & Fundraising in Non-Profits | August 2017-December 2018

- Collaborated with a team to create a core fundraising platform for a local non-profit.
- Reviewed and critiqued existing strategies to create and adopt internal and external deliverables.
- Created mission and case statements, multilayered annual appeal program, private foundation prospecting, and volunteer recruitment messages.

PROFESSIONAL MEDIA

LinkedIn.com
Ashley Lienhart

@alienhart

Facebook.com
Ashley Lienhart

ASSOCIATIONS

*Arkansas Children's Hospital Foundation
Rocky Mountain Elk Foundation
Petit Jean Razorback Club
Alzheimer's Association
Ducks Unlimited*