

# Ashley McGee

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**EDUCATION**      **University of Texas at San Antonio**, San Antonio, TX  
*BA in Liberal Arts*, English with Emphasis on Professional Writing, June 2015  
GPA: 3.67

**PROJECTS**      **Dark Corners:** I write and promote blog posts for my personal blog, Dark Corners. I review Fantasy and Horror novels, independent novels and authors, television shows, films, video games, and I discuss heavy metal music, tattoos, and cinema effects makeup. I focus on increasing readership of my blog through a strategy of content marketing via social media and SEO.

**The Shadow Alliance:** I designed the t-shirts for the group, The Shadow Alliance. The Shadow Alliance is fantasy author Gail Z. Martin's grassroots marketing street team devoted to promoting the author through user-generated content such as blog reviews, social media, and word-of-mouth.

**COMPUTER SKILLS**      **Social Media Content Management** Combined three years of experience in managing, curating content, and graphic design for social media. Facebook, Twitter, Instagram, and Pinterest.  
**Graphic Design:** Eight combined years of experience in Adobe Photoshop including CS5 and CS6 and InDesign CS5.  
**Web Development:** Knowledge and understanding of the function of HTML, CSS, and PHP with experience in troubleshooting.  
**Email Marketing:** Experience generating segmented lists with some automation using MailChimp

**EXPERIENCE**      **Content Marketing**      PTP Turbo Blankets  
May 2014-Present      Austin, Texas  
I produce our social media content, including some of our graphics. I develop our content strategies and implement them upon approval. I maintain our company's online presence and showcase our industry expertise by leveraging our presence in the automotive racing and performance community.

**Content Moderation Specialist**      Bazaarvoice  
January 2013-May 2014      Austin, Texas  
I used Bazaarvoice's CRM to analyze and moderate user-generated content in ratings and reviews for Bazaarvoice clients using pre-determined moderation guidelines for acceptance or rejection based on usability, appropriateness, and constructive feedback.

Moderators took turns moderating each other to improve our clients' customer service, add value to our products and services, promote accuracy, and ensure that each clients' guidelines were being followed.