

Ashley D. Thompson

Contact

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www.ashleydt.com

Twitter: @ashleydt053

Education

THE NEW SCHOOL | DECEMBER 2019

M.A. in International Affairs with a
Concentration in Media & Culture

BOSTON UNIVERSITY | MAY 2014

B.S. in Journalism with a
Concentration in Spanish

CORNELL UNIVERSITY

Certificate in Social Media Marketing
(in progress)

GEORGETOWN UNIVERSITY

Certificate in Crisis Communications

GEORGE WASHINGTON UNIVERSITY

Certificate in Strategic Communications

Skills

PC & Macintosh Formats

Microsoft Office Suite · Outlook · Google Suite ·
Google Analytics · Asana · Canva · Photoshop ·
Crello · Cision · Meltwater · Premiere Pro · Final
Cut Pro · iMovie · Mailchimp · BEE (email
editor) · WordPress · Wix · Hootsuite · Buffer ·
Publer · eclincher · Sprout Social · Facebook
Business Suite · Instagram · Twitter · LinkedIn ·
Pinterest · YouTube · Vimeo · HTML/CSS ·
Teams · SharePoint · OneDrive

Languages

Intermediate Spanish proficiency

Experience

KOMERA | REMOTE

Development & Communications Associate

September 2020 - October 2021

Managed and maintained website, posted regularly and engaged supporters across all official social media platforms (Facebook, Twitter, Instagram, LinkedIn), and produced email campaigns. Produced print and digital communications products, including video content.

Ensured content was categorized, stored, and accessible, routinely reported key social media performance metrics, and onboarded and trained intern. Drafted and updated resources, executed creative design and production for all print and digital fundraising appeals and campaigns, and produced materials for special annual fundraising event. Wrote and edited copy for website, emails, newsletters, social media posts, quarterly reports, articles, blog posts, presentations, scripts, and other external-facing documents.

SPARKACTION | NEW YORK, NY

Content Engagement Specialist

September 2019 - September 2020

Led all social media activities to elevate LeaderStories.org, proactively researched and generated social media content, and regularly reported website and social analytics. Managed and created primary content for the LeaderStories blog; recruited blog contributors, and coordinated deadlines and production process. Copy edited content to be published, maintained social media calendar, and produced and analyzed monthly reports against target goals for the website. Created social media toolkits and planned creative engagement campaigns to maximize content visibility and impact.

HUMAN RIGHTS WATCH | NEW YORK, NY

Communications Associate

January 2017 - May 2018

Created media lists, conducted media monitoring, and edited press releases, Op-Eds, and articles.

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Experience cont.

HUMAN RIGHTS WATCH | NEW YORK, NY

Communications Associate

January 2017 - May 2018

Responded to emails and inquiries addressed to HRW Press email inbox, supported the writing of press releases and media alerts to engage the public, developed media lists, and adhered to corporate style guide. Reviewed and edited external communications materials. Supported the Communications Director with strategic communications and outreach, monitored news of HRW in English and foreign-language media by drawing on internet research to collect and log media hits, and participated in implementing a comprehensive global social media strategy. Wrote in-depth media analysis reports using data reporting to identify successful strategies and evaluate the success of media relations efforts, analyzed breaking news cycles, and onboarded, supervised, and mentored interns.

PENCIL | NEW YORK, NY

Communications Assistant

June 2016 - June 2017

Led all social media activities, maintained editorial calendar that aligned with fundraising and campaign goals, and supported social media community management. Developed written and visual content for all donor-related and external communications materials, including newsletters, brochures, flyers, and blogs. Updated website, served as a photographer, and designed and updated communications materials. Worked with Programs team to identify storytelling opportunities, created targeted fundraising strategy alongside stakeholders, and maintained social media content calendar. Developed press kits, drafted email invitations and reminders via Mailchimp, and created content for major fundraising events, including Giving Tuesday.

INTERNATIONAL RESCUE COMMITTEE |

NEW YORK, NY

Video Assistant

January - August 2015

Oversaw the process for captioning and storing outputs, edited videos in post-production, coordinated with Social Media unit, and supported the Communications team. Provided administrative and clerical support, filed invoices, and coordinated deliveries. Archived footage and media files related to international humanitarian issues.

Internships

International Rescue Committee, Council on Foreign Relations, PBS, World Vision