

# ASHLEY FRIEDMAN

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## EDUCATION

**University at Buffalo, The State University of New York**  
*Bachelor of Science | Business Administration, January 2021*  
Marketing

**Erie Community College, The State University of New York**  
*Associates in Liberal Arts | General Studies, February 2020*  
Sciences

## EXPERIENCE

**ATTO Technology Inc, Amherst, New York**  
*Field Marketing Coordinator, April 2023 - Present*

- Reimagine newsletters while rekindling partnerships into a company magazine featuring 10 partners
- Capture and edit product photos with Photoshop and Lightroom to update website and brand for Shopify
- Build easy-to-use kits for partners to execute and educate receiving 2:1 views to visitors on training PDFs
- Envision eye catching videos to be used in campaigns and to educate partners

*Product Coordinator, November 2021 - April 2023*

- Comprehended a new field and apply study to bring a fresh perspective
- Delegated and conveyed product messaging/vision to the MarCom team to properly follow consistent rebranding of product page and optimize SEO
- Acquired influencers and consumers, with collaboration from sales reps in B2B transactions and gaining 619k exposures on various YouTube videos
- Created content for sales reps and resellers with graphics, slides, videos, and tech solutions to win deals

**GradImages, Tallahassee, Florida**

*Professional Photographer, April 2023 - Present*

- Photograph over 400 acceptable portraits of graduates and their special moments to accrue revenue
- Adjust settings from recommended settings to capture appropriate exposure inside and outdoors
- Arrive promptly to rotating location, with specialized directions, in expected professional attire

**Steel Leaf Brewing Co, Clarence, New York**

*Server/Bartender/Marketing, July 2022 - February 2023*

- Branded through posts with current trends gaining followers and comments to keep up with changing algorithms wing an increase in engagement rates as high as 20%
- Orchestrated and implemented demand for professional product photos/videos via content creation to boost engagement rate as well as impressions
- Communicated with vast individuals in a fast pace environment to assist colleagues

**BriteSmith Brewing Co, Williamsville, New York**

*Server, July 2020 - November 2021*

- Facilitated guest experiences and created an open flow of communication across all positions
- Enhanced brewery vocabulary assisting in a guest's in proper beverage selection
- Executed exceptional service keeping guests returning and spread positive experiences via word of mouth
- Recognize and keep up on rotating seasonal beer list and description

## TECHNICAL SKILLS

Proficient in Microsoft Office and Adobe Creative Cloud

Experience with Wordpress

Understanding of CMS platforms such as Active Campaign

Extensive knowledge of Canon and Nikon cameras as well as videography

Prompt and professional customer service via email, video calls, or written