# **Ashley Gutierrez Aldana**

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# EDUCATION

**West Virginia University –** Morgantown, WV May 2025

John Chambers College of Business and Economics GPA: 3.4

Bachelor of Science in Business Administration

Major: **Marketing (Digital Marketing Emphasis)**
Minor: **Hospitality and Tourism**

# INTERNSHIP EXPERIENCE

**Marketing Copywriter Intern** February 2025**–**Present

Problem Solver’s **–** Buckhannon, WV

* Collaborated with a digital marketing team to review and edit a copy alongside AI, ensuring high-quality, client-specific content that meets marketing objectives while refining AI models for enhanced output.
* Developed social media content for multiple platforms (Instagram, LinkedIn), including engagement posts, informational posts, and service/product posts, ensuring alignment with client goals, target audience, and increase brand visibility.

**Marketing Intern** May 2024**–**August 2024

SMR Technologies **–** Fenwick, WV

* Developed a comprehensive product catalog, detailing all deicers and other key components, contributing to the company’s market strategy.
* Designed and prepared promotional materials, including air valve cut sheets, for the EAA Airventure Oshkosh trade show, enhancing brand presence at the event.
* Attended the EEA trade show to gain insights into industry operations and network with key stakeholders.

# WORK EXPERIENCE

**Barista** September 2023**–**Present

West Virginia University Starbucks **–** Morgantown, WV

* Assembled high quality drinks and food in a timely manner to ensure customer satisfaction with brand standards.
* Operated POS system efficiently, taking customer orders accurately and processing them successfully.
* Received UPlace Starbucks Shining Star of the Week by showcasing great customer service and teamwork.

**Hostess**  March 2021**–**May 2021

Chilis **–** Martinsburg, WV

* Demonstrated attention to detail by sanitizing menus, tables, and arranged seating for parties up to 12.
* Organized a seating chart/ rotation to allow for continuous customer flow.
* Ensuring teamwork by working with the other hostess on assigning roles for the night.

# LEADERSHIP AND CAMPUS ENGAGEMENT

**Volunteer**  March 2023–March 2023

**WV 4-H Dance Weekend Event Prep – Morgantown, WV**

* Assembled name tags along with a designated dance schedule for over 60 students.
* Organized them into a filing system by county and name tag efficiently.

# TECHNICAL SKILLS

 **Microsoft Office Specialist:** PowerPoint 2019, Excel 2019, Word 2019

**Abbreviated Social/Behavioral Research Training (Human Subject Research) CITI Program**

**Email Marketing**: HubSpot Certification

**Social Media Marketing:** HubSpot Certification

**Become an AI-Powered Marketer:** Semrush Academy Certification

**Social Media Marketing:** Hootsuite Certification

**Hootsuite Platform Certification:** Hootsuite Certification

**Digital Marketing Simternship:** Stukent Platform

**Google Analytics Certification**: Google Certification

**SEO Principles: An Essential Guide for Beginners:** Semrush Certification