



ASHLEY HATMAN

COMMUNICATIONS &
PHOTOGRAPHY SPECIALIST

CONTACT

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 WICHITA, KS

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PROFILE

Dedicated, organized, and resourceful planner with loyalty and service at the core. Proven ability to exceed goals, balance priorities, and meet tight deadlines. Enthusiastic professional motivated to ensure excellence while serving others. Equipped with strong leadership skills in management and event coordination.

EXPERIENCE

BOYS & GIRLS CLUBS OF SOUTH CENTRAL KANSAS | WICHITA, KS

VP of Marketing & Development | March '23 - Present

VP of Marketing & Communications | June '22 - March '23

- Promoted within 9 months for exceeding goals and effectively managing priorities.
- Developed and implemented marketing campaigns, website management, and content creation to ensure overall brand consistency driving customer, donor, and community support.
- Developed and executed fundraising strategies, including donor relations, grant writing, and event coordination.
- Produced monthly board reports on strategic planning updates and led the marketing and fundraising board committee.

KENDRA SCOTT | ROGERS, AR

Assistant Manager of Events | Oct '19 - May '22

- Outreached, planned, and executed events and cultivated relationships within the community, while managing Gulf Coast events schedule, outreach, and training
- Coached employees, maintained visuals, received shipment weekly, maintained stockroom organization, and prepared weekly reports for management

EDUCATION

BACHELOR OF ARTS, MAJOR IN COMMUNICATION & PHOTOGRAPHY

JOHN BROWN UNIVERSITY | 2015 - 2019

MAGNA CUM LAUDE

SKILLS

Marketing creation
Copywriting
Event Planning
Media relations
Microsoft & Adobe Suites

STRENGTHS

Quick Learner
Organized multi-tasker
Communication
Positive
Responsible

ACHIEVEMENTS

AFP OUTSTANDING NEW PROFESSIONAL
2024

BGCA REGIONAL NEW PROFESSIONAL OF THE YEAR
2024

EMERGING LEADERS OF 2023
2023

YOUNG PROFESSIONAL IN MARKETING
2023