



ASHLEY HATMAN

COMMUNICATIONS &
PHOTOGRAPHY SPECIALIST

CONTACT



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WICHITA, KS

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 a 9-month timeframe for exceeding goals and effectively managing priorities.
- Increased social media engagement by 93%
- Trained and supervised marketing coordinator
- Developed and implemented marketing strategies, website management, content creation, and ensured overall brand consistency across seventeen locations.
- Managed donor database, implemented stewardship plan, and coordinated fundraising activities (campaigns, events, etc.)

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

EMERGING LEADERS OF 2023

2023

YOUNG PROFESSIONAL IN MARKETING RECOGNITION

2023

RECEIVED "OUTSTANDING SOCIAL ADVOCACY" AWARD

2018

PUBLISHED IN PHOTOGRAPHER'S FORUM & ROOSTERGNN

2016 & 2017