

ASHLY STEWART

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I AM A PROBLEM SOLVER AND AN IDEA GENERATOR. I AM AN OPEN MIND, A CURIOUS OBSERVER AND A CREATIVE RESEARCHER. I AM PASSIONATE ABOUT PEOPLE AND STORYTELLING, AND I LOVE STRATEGY AND COLLABORATION. I AM LOOKING FOR STRONG MENTORS AND OPPORTUNITIES TO LEARN AND GROW.

EXPERIENCE

PROGRAM ASSISTANT / NORTHWEST INSTITUTE FOR SOCIAL CHANGE / DOCUMENTARY FILM CAMP / PORTLAND, OREGON
MAY 2010 - PRESENT / I UNDERSTAND THE POWER OF STORY AND HOW TO ENGAGE POLITICAL AND SOCIAL CHANGE THROUGH MEDIA

- Facilitate and mediate a liberal arts curriculum to teach students journalistic technique, professional development and technical skills
- Manage a one-week full-time camp for college students, including day-to-day program activities
- Plan and organize events including a 6-week speaker series with local Portland professionals
- Mentor students to engage growth and development, monitor technical lab and assist in overall management of the program

FREELANCE STRATEGY + PLANNING / PORTLAND, OREGON / JANUARY 2010-PRESENT

I UNDERSTAND DIVERSE ENVIRONMENTS AND PROBLEM SOLVING

- Specializing in creative and digital strategies, research, concept development, and the social web
- Working along side seasoned consultants to provide insights into digital strategies, business development, innovation research and technical assistance.

ROAD TRIP STAFF / ACTIVE MINDS, INC. / NATIONAL NON-PROFIT / WASHINGTON DC / APRIL 2010-MAY 2010

I UNDERSTAND FLEXIBILITY, TRAVEL LOGISTICS, AND MENTAL HEALTH ADVOCACY

- Drove Active Minds' *Send Silence Packing* program across the United States on a 10-city tour
- Designed and implemented social media tactics including blog and twitter
- Spoke on behalf of organization and helped generate media during and after events
- Organized and worked side-by-side with volunteers to deliver a strong message of mental health awareness

ASSOCIATE BRAND STRATEGIST / BUSINESS DEVELOPMENT AT ID BRANDING / PORTLAND, OREGON / JUNE 2009-JANUARY 2010

I UNDERSTAND BRAND CULTURE AND AGENCY COLLABORATION

- Organized and performed focus groups and interviews
- Gathered and distilled research and information into agency deliverables
- Supported new business with creativity, collaboration and strategy
- Created presentations for potential new clients
- Worked directly with our agency partners and executive leadership

STRATEGIST AT FLUX MAGAZINE / EUGENE, OREGON / MARCH 2009-JUNE 2009

I UNDERSTAND STORYTELLING AND THE CHANGING LANDSCAPE OF MEDIA

- Concepted themes and story development
- Consulted with all levels of management on marketing efforts and digital strategy
- Participated in the planning of the future platform of Flux

CO-DIRECTOR AT ALLEN HALL ADVERTISING (AHA) / EUGENE, OREGON / MAY 2006-MAY 2008

I UNDERSTAND LEADERSHIP AND TEAM ORGANIZATION

- Co-directed student-run agency by leading and managing 25 students, three accounts and overall budgets
- Reorganized and flattened agency model by repositioning AHA as nimble, strategic and collaborative
- Created a strong platform for growth with a new client base

EDUCATION

UNIVERSITY OF OREGON / BACHELOR OF ARTS / SCHOOL OF JOURNALISM AND COMMUNICATION:

CREATIVE ADVERTISING AND BRAND DEVELOPMENT / 2005-2009

I UNDERSTAND CRITICAL THINKING AND LIFELONG LEARNING

- Participated and helped craft new advertising SOJC curriculum:
Curiosity for Strategists, Creativity and Content, Branding and Content, Designing for Media
- Studied art first hand for one week in New York City with select group of students:
Art in the City spring break course with the Allied Arts and Architecture program
- Studied under British planners Russell Davies + Merry Baskin and creative directors Nils Anderson + Kevin Swanepoel:
SOJC Executive in Residency program
- Workshop and lecture series with Richard Ward, Scott Bedbury and Kevin Roddy

INVOLVEMENT + HONORS

- 2009 Wieden+Kennedy Platform finalist
- 2009 Merry Baskin planning workshop and research presentation participant
- 2009 Presentation team at BBH, New York for creative team at the request of ECD, Kevin Roddy
- 2008-09 Larry R. Williams in honor of Max Wales Scholarship rewarding talent and motivation
- 2008-09 One Club attendee and participant
- 2008 Allen Hall Advertising Agency Leadership Award
- 2008 Concepting and presenting to clients Nike and Lexus
- 2007-08 Kappa Kappa Gamma, Beta Omega Chapter: Senior Standards Committee
- 2007 Account Manager + Organizer for Edventure Partners' 10-week challenge with Subaru of America

SKILLS

Photoshop, Illustrator, InDesign, Final Cut Pro, Keynote, PowerPoint, Excel, the Internet, analytics and the social web.