



ASHLEY HUANG

SKILLS

Project Management

Strategic & Creative Thinking

Brand Positioning

Market Research & Analysis

Brand Design

Comms Planning

Adobe Illustrator

CONTACT

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EDUCATION

VCU BRANDCENTER, Richmond, VA

Expected 2023

M.S. in Business & Branding | Creative Brand Management Track

GPA: 3.9/4.0

UNIVERSITY OF VIRGINIA, Charlottesville, VA

August 2017 - May 2021

B.S. in Environmental Science | Specialization in Biological Conservation

Major GPA: 3.9/4.0 | Cumulative GPA: 3.8/4.0

EXPERIENCE

BRAND MANAGER & DESIGNER, Richmond, VA

HUANG'S MASSAGELAB

December 2021 - PRESENT

- Small massage therapy business with studios located in Richmond and Charlottesville, VA.
- Updated logo and website, and developed a social media strategy.
- Ongoing consultations with the owner to make decisions on effective and relevant messaging placements and design.

SENIOR ASSISTANT SWIM COACH, Charlottesville, VA

CHARLOTTESVILLE PARKS & REC

May 2015 - PRESENT

- 140-person team affiliated with Charlottesville Parks & Recreation.
- Supervise a staff of 11 junior coaches.
- Major responsibilities include leading administrative tasks, such as weekly swim meet planning, communicating with meet officials, and acting as the coaches' operations manager during swim meets and events.

REMOTE BRANDING INTERN, Birmingham, AL

HISTORIC RED ORE EXPRESS

August 2020 - May 2021

- Geofenced audio tour sharing the stories of the rich industrial past of Birmingham, Alabama.
- Responsibilities included strategizing and managing the organization's social media presence.
- Scoured online databases and libraries for relevant vintage images to illustrate audio stories and communicated with local historians to secure the legal rights to use the images for the tour.