

Ashley M. Kirby
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Education

Wheeling University

Master of Science, Organizational Leadership

Clarion University of Pennsylvania

Bachelor of Science, Communication

Musical Theater Dance Minor

Work Experience

Independent Marketing Consultant, 2020- present

Works with non-profit organizations to develop concise marketing and social media strategies for better visibility within the community.

Dance Instructor, 2000 – present

Instructs all forms of dance to ages ranging from 2 years old to adults.

REALTOR, 2018 - 2020

Self-employed, licensed, and brokered through Kennen & Kennen Realtors Inc.

West Liberty University, 2009 - 2018

- Campus Visit Coordinator - Admissions

Nov 2013 – June 2018

Responsible for all on-campus recruiting efforts, supervised student ambassadors and tour guides, and directed several departments to coordinate large events.

- Campus Activities Coordinator

Jan 2009 - Nov 2013

Organized all recreational events for medium sized university, as well as oversaw clubs, organizations, Greek Life, and student union activities.

Bath Fitter, 2008

Marketing Coordinator

May 2008 – December 2008

Responsible for marketing, advertising, hiring promotional representatives, and booking home shows for two branches. Also coordinated with sales and service departments for large events.

Wheeling Island Casino, 2007 - 2008

- Marketing Database Analyst

Jan 2008 - Apr 2008

Reviewed and analyzed marketing promotions and events to make recommendations for future efforts to increase returns on investment.

- Special Event Coordinator

May 2007 - Dec 2007

Coordinated all events, parties, promotions, and giveaways.

October 7, 2021

Dear Ms. Fuller,

When I saw the open City Manager position, I became excited to apply. I have recently been in town looking for employment since some family has relocated to the area. With my organizational skills, ability to effectively communicate, and experience coordinating multiple departments toward the same goal, I feel that this is not only a job that I could do well, but also enjoy.

In my most recent position within a large organization, at West Liberty University, I was responsible for coordinating various departments for recruitment efforts to increase enrollment. This involved coordinating maintenance tasks through work orders, requesting and directing extra security and maintenance staff, reserving spaces and equipment, staffing representatives within my own department, and confirming presenters, faculty, and other professionals within the University.

Since that time, while raising my three young children I have also managed to maintain my need to multi-task through working in real estate, working in freelance marketing, and continuing my extracurricular love of teaching dance. As our family grows, my husband and I have made the decision to relocate, so this opportunity seems to come at the perfect time.

I am looking forward to sharing my experience and talents with you in future conversations. Thank you for the opportunity to apply.

Sincerely,

Ashley Kirby