



EMILY ASCHBACHER

MARKETING PROFESSIONAL

ABOUT

Marketing professional with a passion for social media, copywriting, and all things analytics. In my free time, I compete in equestrian and automobile sports at the regional and national levels.

CERTIFICATIONS

HubSpot - Social Media Marketing
HubSpot - Inbound Marketing
HootSuite Certified
LinkedIn - SEO Foundations
LinkedIn - Program Management

PROFESSIONAL SKILLS

Marketing Campaign Strategy and Development
Web Content Development
Copywriting
Photoshop & Illustrator
Canva
Supervisory and Management Experience

PERSONAL SKILLS

Strategic Thinker
Decision Maker
Outstanding Time Management
Exceptional Organization
Customer Service Focus

CONTACT

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SOCIAL

facebook.com/emily.aschbacher
linkedin.com/in/emily-aschbacher

EXPERIENCE

SOCIAL MEDIA MANAGER

Wiley Global | Feb 2022 - Present

Managing a range of diverse organic social accounts
Working with product teams and social media leadership to develop and implement social media strategies for Wiley's Research-facing social media accounts
Mapping out comprehensive social media and marketing campaigns that drive proven results

CONTENT MARKETING SPECIALIST

Wiley Education Services | Feb 2020 - Feb 2022

Running point on property and engagement based influencer campaigns
Focus on the student journey experience through coordination of ambassador program, articles, testimonials

MARKETING COORDINATOR

ProMedia Group | Aug 2018 - Feb 2020

Manage social media accounts for several clients
Website Content Architecture - Website Updates
Content Creation and Copywriting

HIRING MANAGER

Polly's Freeze | Jun 2013 - Present

Interviewing and hiring for seasonal staff
Training for seasonal staff

COMMUNITY INVOLVEMENT

MARKETING COMMITTEE BOARD MEMBER

United States Pony Club - MidSouth Region | Feb 2020 - Present

NATIONAL YOUTH BOARD MEMBER

United States Pony Club | Nov 2017 - Feb 2020

Secretary

Head of Marketing Committee

Board of Governors, Member of the Regional Administration

Documentation Committee

Board of Governors, Member of the Horse Management Committee

The National Youth Board (NYB) aids the United States Pony Club in gauging member retention and reaching members on the local level. The goal of the NYB is to promote regional youth boards, upper-level opportunities, and keep engagement in younger members.

EDUCATION

BACHELOR OF ARTS

MAJOR IN STRATEGIC COMMUNICATION; MINOR IN JOURNALISM

Indiana University Southeast | August 2013 - May 2018

MASTERS OF ARTS

MAJOR IN INTEGRATED MARKETING COMMUNICATIONS

University of West Alabama | October 2021 - Present