

Ashley Smith

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EXECUTIVE SUMMARY

Driven first-generation business student with experience in event management, marketing campaigns, and team collaboration, demonstrating the ability to optimize workflows and build meaningful connections.

EDUCATION

University of Central Florida, Orlando, FL **August 2022 – December 2025**
Bachelor of Science in Business Administration, Marketing (Professional Selling Track) and Finance
GPA: 3.3

PROFESSIONAL EXPERIENCE

Universal Destinations and Experiences, Orlando, FL **September 2024 – Present**

Program Management Intern, Digital Production

- Facilitate 13 Scrum ceremonies weekly, including daily stand-ups, sprint planning, backlog refinement, and retrospectives for 3 agile teams, enhancing team collaboration, and improving task prioritization and resource allocation.
- Oversee the execution of ~70 operational project updates per month on the Universal Orlando Resort website, improving content accuracy and alignment with marketing strategies.
- Coordinate the execution of 35 emails monthly for Universal Orlando Resort Guests, resulting in an average of 25,000,000 delivered emails and \$7,000,000 in revenue in a rolling 4-week period.
- Optimized workflows for Universal Orlando Resort Product, Florida/Annual Passholder, and Trade web campaigns, identifying and eliminating blockers to maintain 88% predictability and decrease project delays.
- Project manager responsible for the end-to-end execution of 10+ website update projects for the Team Member intranet, communicating project deliverables, routing content for stakeholder review and approval, tracking project milestones, and ensuring timely delivery of content updates to enhance internal communications for team members.

The Coca-Cola Company, Orlando, FL

May 2023 – Present

Coca-Cola Campus Ambassador

- Spearheaded 17 campus events, distributing 10,000 Coca-Cola products, and supported 4 additional events driving product trials, and increasing student purchase intent.
- Cultivate relationships with 7 student groups and services, extending Coca-Cola's promotional efforts to key student communities, reaching thousands of students across a 70,000-student population.
- Produced 100+ social media posts, earning 5 awards for creativity and engagement efforts, and reaching an online audience of 1,000 individuals, significantly boosting brand visibility.

ACTIVITIES

College of Business Ambassador, Member

December 2023 – Present

- Selected as one of 30 student leaders representing the College of Business, impacting a community of 8,000 students through targeted programs and initiatives
- Facilitate 6 key programs and events per semester, engaging 1,000+ students, faculty, alumni, and corporate sponsors.

AWARDS

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|---|--------------------|
| • Nestlé Diversity Leadership Symposium | Fall 2024 |
| • The Coca-Cola Company, 1st Place Best World of Coca-Cola Content | Summer 2024 |
| • The Coca-Cola Company, Most Creative Content - Coke Spiced Social Competition | Spring 2024 |
| • The Coca-Cola Company, Outstanding Ambassador Award | Spring 2024 |
| • DECA Florida Career Development Conference, 1 st Place International Marketing | Spring 2024 |
| • National Hispanic-Serving Institutions Battle of the Brains, 3 rd Place | Fall 2023 |

SKILLS

Software: Adobe Workfront

Languages: Fluent in English and Spanish